MedData Group

AdvancedMD

CASE STUDY: MedData Group provides AdvancedMD with high volumes of quality leads by leveraging its proprietary platform and best-in-class marketing tactics.

With growing business requirements to generate a greater volume of qualified leads, AdvancedMD was challenged to find a reliable, predictable source of leads.

AdvancedMD is an integrated, cloud-based medical practice software suite featuring revenue cycle management, scheduling, and EHR applications. The company also offers services focused on medical practices that opt to outsource these capabilities.

AdvancedMD is a globally-trusted company with nearly $9B in revenues that serves approximately 550,000 clients, including more than 45,000 physicians. The company is one of the world's largest providers of cloud-based software, including an ONC-ATCB-CCHIT 2011-2012 Certified complete electronic health record.

Challenge

AdvancedMD primarily targets small medical practices with practice sizes under 10 physicians across a variety of specialties. With an increased focus on increasing lead generation efforts to this target audience, the AdvancedMD marketing team relies heavily on email marketing to generate top-of-the-funnel leads for their sales team. Coupling compelling content with tightly targeted lists is critical to successfully generating a steady stream of high quality leads.

With growing business requirements to generate a greater volume of qualified leads, AdvancedMD was challenged to find a reliable, predictable source of leads. In addition, AdvancedMD was struggling with lead generation for their Medical Billing Services due to the competitive nature of this service category. Some paid search campaigns and other marketing efforts did not provide the ability for the tight targeting or value-based content delivery needed to produce desired results, so it was essential for them to establish a relationship with a partner who could meet both of these needs.

Objectives

To meet its lead generation goals, AdvancedMD sought a demand generation service partner who could provide:

- A predictable volume of high quality leads
- The ability to delineate and target small medical practices and specific geographies
- A high level of accuracy for lead contact data
- An efficient process for data delivery for newly generated leads

Approach

AdvancedMD initially brought in MedData Group to develop a demand generation program for the company's EHR software solution. In collaboration with AdvancedMD, MedData Group developed a target list based on tightly specified parameters, implementing content marketing best practices to deliver the volume and quality of responses and leads required.

MedData Group helped AdvancedMD generate hundreds of new leads per month, fluctuating as needed to meet the needs of a particular campaigns as well as product revenue goals

Following a successful initial program, AdvancedMD expanded the relationship with MedData Group to include ongoing email marketing programs, delivering white papers, educational material and compelling content that provide high value for their physician prospects to promote AdvancedMD products including Billing Services, RCM, and Practice Management, among others.

MedData Group has integrated lead delivery as a seamless handoff into NetSuite, AdvancedMD's Customer Relationship Management platform to ensure efficient, smooth lead transfer to AdvancedMD's sales team.

Building on their deep expertise in content marketing for the healthcare industry, MedData Group's marketing team leveraged their proprietary content and lead management system's behavioral analytics and big-data capabilities to produce unrivaled results for AdvancedMD.

Results

MedData Group helped AdvancedMD generate hundreds of new leads per month, fluctuating as needed to meet the needs of a particular campaigns as well as product revenue goals. AdvancedMD's marketing and sales teams have found exceptional value in the quality of the leads and accuracy of the data. For the company's services business, AdvancedMD has benefited from the ability to target down to specific geographies, a feature that isn't readily available with other marketing solutions.

MedData Group has become an integral part of AdvancedMD's marketing programs, helping the organization to continually and consistently meet their demand generation goals.

About MedData Group: MedData Group provides data solutions, demand generation and content marketing for providers of healthcare technology, medical devices, medical education and others looking to engage with hard-to-reach physicians and other healthcare professionals by using a fundamentally unique approach.

MedData Group publishes Medical Product Guide, the industry's go-to resource that provides clinicians and healthcare professionals with meaningful vendor, product and industry information. By distributing meaningful content to healthcare professionals, we are able to collect more data, glean deeper insights, and reach larger audiences than any other demand generation service.   Using behavioral analytics and big-data techniques, our proprietary content and lead management system produces unrivaled insights that we apply to best-in-class marketing practices to achieve unmatched results towards helping our clients reach their business goals.