

CASE STUDY:
LAWYERS
INTO HEALTHCARE



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developments



Written by:

Debbie Forrest

Chartered Developments

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Chartered Developments is recognised as a market leader in medical telemarketing. The highly successful medical team, headed up by Debbie Forrest, can call on years of experience of industry calling.

Our knowledge is kept up to date by a programme of reading and sharing medical journals, as well as our attendance at major nationwide conferences.

For more information on how Chartered Developments could help you please call to speak to Debbie on 01392 247200:



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CLIENT PROFILE

A top 100 Law Firm looking to expand their specialisms in the Healthcare sector by targeting GPs.

THE BRIEF

- To gain highly qualified introductory meetings with Practice Manager/Partners of Practices within their regional area.
- To increase brand awareness amongst GPs and develop mid/long term leads.
- To gain information and further knowledge on the targeted GP Practices.

TARGET DATA

All GP Surgeries within the specified regional area. These were prioritised according to the number of partners at the practice.

THE CAMPAIGN

Chartered Developments were initially contracted to do 18 hours of telemarketing per month, but after a successful start this was raised to 25.

Within the revised hours Chartered Developments were expected to make 4-5 appointments per month.

THE RESULTS

The campaign proved to be a success. Chartered Developments provided the client with many well qualified appointments which have allowed for relationships to be established with many Practice Managers and GP Partners.

These relationships are being well managed in the client's business development pipeline as Chartered Developments are arranging second meetings on the client's behalf.

The telemarketing campaign for this client has not only helped to increase brand awareness but has also generated mid/long term prospects for the client, and facilitated significant signings. Due to the success of this ongoing project, we are now targeting other healthcare sectors for this client.

WHY CHARTERED DEVELOPMENTS?

Our dedicated Head of Healthcare leads a team of experienced callers with an excellent working knowledge of modern GP practices and NHS organisations.

We are recognised as a market leader in medical telemarketing as we make highly qualified appointments from informed calls due to ongoing training and much experience in this sector.

We also make follow up calls as requested to obtain either 2nd appointments or feedback on meetings attended.

What are your specialist industries? Do you know how many corresponding businesses there are?

For a free analysis and sample get in touch with Jason Waldock on 01392 247200 or jason@chartdev.co.uk

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