

Medical Device Manufacturer Boosts Physician Referrals and Enhances Patient Care

Custom GIS Tool Helps Match Sleep Apnea Patients With Specialized Care



WHAT WE DID

Inside Sales and Advanced Care
Planning Teams

Inbound Patient Education
+ Support

Outbound Physician Engagement
+ Education

GIS Analytics + Custom Mapping



INDUSTRY

Healthcare | Medical Devices



RESULTS

Custom Interactive Mapping
Tool Enabled Effective Patient-
Physician Matching

100% of Patients Who Presented
Through the Toll-Free Number
Became Qualified Referrals



Insufficient Field Rep Capacity to Identify, Reach, and Convert a Massive PCP Population Hindered Patient Referrals

CHALLENGES

Lack of patient +
PCP education

Insufficient field
rep capacity

Inability to scale

[SITUATION]

PCPs were referring patients with obstructive sleep apnea (OSA) to ENT specialists who implant our client's device as an alternative to CPAP machines, only to find the patients didn't qualify. Our client—an implantable medical technology company—struggled to reach and educate the massive population of PCPs through which patients qualified for its device, resulting in misaligned, incomplete patient care, a backlog of unqualified candidate appointments, and a frustrating patient experience.

The client engaged MarketSource to understand which doctors its target customers were seeing, build relationships with these physicians, bridge the patient-PCP-specialist gap, and increase referrals at the right point in patients' care journeys.



Dedicated Inside Sales and ACP Teams Boosted Physician Referrals and Fostered Efficient, Effective Patient Care With Custom GIS Mapping Tool

[SOLUTION]

We deployed a focused team of inside sales associates to call and educate PCPs on the functions and benefits of the client's product and patient qualifying criteria, ensuring they only referred patients who met the procedure criteria. And our Advanced Care Planning (ACP) team educated referred patients on our client's device qualifications and eligibility requirements.

Using Esri spatial analytics, our geographic information system (GIS) team built a custom mapping tool with radius analysis that enabled us to quickly pinpoint referring physicians located within the patient's local area and match them with eligible patients. We also established a dedicated toll-free number for our ACP team to receive and convert patient referrals.

The custom, interactive GIS tool with radius analysis enabled our inside sales associates to identify all potential referring physicians within a 20-mile radius

KEYS TO SUCCESS

Custom GIS tool with radius analysis

Inside sales team selling

Patient-centric, advanced care planning team

Dedicated toll-free number monitoring

100%

of patients
who presented
through the
toll-free number
became
effective,
qualified
referrals.

of patients in need and connect them with ENT clinic locations convenient to them.

We began by analyzing territories led by our client's interdisciplinary teams—those with a high number of field sales reps, high product engagement by ENT specialists who perform the procedure, and with ENT specialists who didn't have a backlog of patient appointments. We then broadened our analysis and outreach to unengaged PCPs.

Real-World Results



Increased Our Client's Market
Penetration and Reduced Patient
Journey Friction



Saved Both Patients
and Providers Time

Our custom GIS tool helped our team quickly match eligible patients with ENT clinics local to them, increasing our client's market penetration and reducing patient journey friction for all stakeholders—ENT specialists, patients, and primary care providers—alike. We saved both patients and providers time, reduced unqualified appointments, hastened appropriate patient care, and prevented ENT clinic backlog. And 100% of patients who presented through the toll-free number became effective, qualified referrals.

MarketSource, an Allegis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world's most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and B2C environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.