

From Bottleneck to Breakthrough

Leading Medical Device Company Achieves >25% Conversion Rate During 300% Scaled Team Expansion



WHAT WE DID

Patient Engagement
Qualified Appointment Setting
Customer Engagement Center



INDUSTRY

Healthcare | Medical Device



RESULTS

>25% Patient Conversion Rate
Scaled Team by 300% in 9 Months
4+ Year Strategic Partnership



Insufficient Internal Staffing and Variable Intake Criteria Derail the Patient Journey, Create Funnel Gaps and Slow Adoption

[SITUATION]

As demand for a leading medical equipment company's implanted device soared, the company struggled to keep up with the dramatic increase in the number of patients seeking pre-qualification for in-clinic, consultative appointments. The company's rapid growth created internal staffing constraints that—when paired with inconsistent intake protocols across treatment centers—created operational bottlenecks, slowing the patient journey and frustrating patients and providers alike.

The company turned to MarketSource to remove this bottleneck, streamlining the patient journey through a dedicated inside sales team ready to engage and educate patients, scale to meet demand, and manage appointment setting.

CHALLENGES

Surging demand

Insufficient internal staffing

Inconsistent intake criteria across facilities



Patient Engagement Team Provided Personalized, Omnichannel Patient Education and Appointment Setting, Scaling to Meet Client Demand

[SOLUTION]

We deployed a dedicated team of inside sales associates to execute a personalized inbound communication strategy. By integrating directly with the client's CRM and telephony platforms, MarketSource managed patient interactions across phone, chat, and email, delivering tailored patient education at each touchpoint.

Additionally, we implemented a clearly defined escalation path, enhanced representative training, and introduced workforce management software to improve coordination with treatment centers. This enabled more efficient appointment scheduling, consistent service quality, and flexible scaling to match demand.

KEYS TO SUCCESS

Personalized multi-channel communication strategy

Workforce management software

Scalable specialized team



“[MarketSource] extends our reach to levels we were unable to achieve. Your team brings expertise that we don’t have and continues to help us develop.”

– President,
medical device company

Real-World Results



>25% Patient
Conversion Rate



Scaled Team by
300% in 9 Months



4+ Year Strategic
Partnership

When the client experienced transformative growth that overwhelmed their internal resources, our team rapidly expanded operations to meet the company’s need, scaling the support team by 300% within nine months, ensuring their patients were able to progress through the patient journey quickly and effectively.

Throughout this expansion, the team outperformed forecasted results, converting over 25% of inbound patient inquiries into scheduled appointments, laying the foundation for a multiyear strategic partnership.

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.