



HELPING MARKETLAUNCHER CAPTURE SUCCESS

How MMIT and MarketLauncher helped a medtech company engage a difficult-to-reach health plan audience



For B-to-B companies, turning to a vendor can be a valuable lifeline when it comes to meeting client needs—so long as that vendor doesn't delay the project or lead to missed deadlines.

When business development firm [MarketLauncher](#) was tasked with generating leads in the payer space for a new medtech client, the company needed a vendor that could not only provide the right data, but do so at speed.

SCENARIO



Having been around for more than 20 years, MarketLauncher's team of B-to-B sales and marketing experts are well-versed in helping their clients—the majority of which have complex sales processes—craft strategic business development plans to spur sales growth. The team gets started by putting together a list of targeted, highly qualified leads, which is a critical first step.

"As part of our process, we're always looking for list sources to give our specialists the best starting place as they try to find the right decision-makers for whatever product or service that our client is selling," said [Erin Studstill](#), VP of Operations and Technology at MarketLauncher.

In May 2021, the firm's new medtech client was looking to do business with health plans that had at least 100,000 covered lives. The client also wanted to target health plans within specific geographies, so MarketLauncher needed the ability to segment the list at the regional and state level, not just the national level. The leaders at MarketLauncher knew they'd need to partner with a vendor to generate such a specific list of potential leads.

"We put a lot of effort into the front-end list before anyone picks up a phone or sends an email," said Studstill. "When we have a client who has very specific parameters that our research team can't access, we outsource the list to someone else who can find that data, and that's how we discovered MMIT."



SOLUTION

After researching vendors, Studstill quickly realized that MMIT's Reach solution and Directory of Health Plans (DHP) could provide the initial data that her client needed. MMIT Reach provided the list of key decision-makers at health plans with 100,000 covered lives, and DHP offered up the enrollment information in a way that was easy to segment per geography. Plus, the data it provides is expansive. Instead of yielding just one contact per payer, the DHP offered several contacts with plenty of choices on functions and levels so that the team could drill down to the right person.

"DHP provided us a list that was stronger than what we typically begin with, which, in turn, lowered the amount of time spent on payers that didn't fit our profile," said Studstill. "The reach was really deep. Other lists wouldn't have given us the depth that we needed."

Another key element was MMIT's ability to implement DHP without delaying MarketLauncher's project timeline. After signing on, the team quickly gained access to DHP, and it took only one brief demo to show users how to find the data that they needed. The whole process took just 24 hours.

"Lots of times when we're looking for a list source, it can add time to MarketLauncher's onboarding with a client because we have to find the list and purchase it, learn how to navigate the platform, etc., but we didn't have any of that with MMIT," said Studstill.

Plus, the quality of the data itself helped ensure that the MarketLauncher team was spending its time generating leads from the right base of contacts. "We want as many touches as possible to go to exactly the right people, so when our team is making those initial calls to people who aren't truly decision-makers, it's not the best use of time," said Mary White, MarketLauncher's Chief Operating Officer.

SUCCESS

With assistance from the Directory of Health Plans to support their client's lead generation efforts, MarketLauncher hit all of its project KPIs. Moreover, the team was able to engage with contacts in roughly half the time. When it comes to health plans, Studstill's team has found that it takes, on average, about 10 touches to engage a contact and 14 touches to book a meeting. However, when leveraging the DHP data, it took MarketLauncher only six touches to reach the right contact and eight touches to book a meeting.

From there, the team booked 15 meetings for the medtech client, and 10 of those progressed to the next step in the sales cycle.

"We position ourselves as the experts you can trust, and it just adds to that value when we have the right data from a reliable source," said Studstill.

White agreed. "We work with a lot of vendors, but this process was quick and easy and impactful, which is always the goal. [DHP] didn't delay us, it improved our metrics, and it was easy to learn and implement. It was a big win in our eyes."



Learn more about how **MMIT's DIRECTORY OF HEALTH PLANS** can help power your payer strategy.



Founded in 2001, MarketLauncher is a boutique firm providing B2B lead development, market research, and prospecting services. Our team of seasoned sales and marketing experts has a proven track record of helping clients achieve growth by moving more opportunities into their sales pipeline. We are experts at managing complex sales and engaging the C-suite. MarketLauncher prides itself on the ability to scale our programs to meet our clients' specific needs. Programs have ranged from small, highly targeted campaigns aimed at executives within the Fortune 500 for seven-figure deal potential to large-scale demand generation efforts designed to produce thousands of MQLs. Visit our website at www.marketlauncher.com.