

## GOAL: To start sales conversations with qualified healthcare prospects during a worldwide crisis.



I started my journey with Emerged about 5 months into the COVID-19 pandemic. I had been spinning my wheels trying to reach new prospects, and the responsive ones weren't good fits for our business. Basically, my sales pipeline was running dry.

—Melia Crousore, Sr. Director, National Accounts, Joerns

**Campaign Duration:** 4 cycles

**Number of Campaign Seats:** 1

**Total Size of Prospect Pool:** 2,500

**Prospect Targets**

Post-Acute Care Facilities

**Total Actions Taken by Prospects:** 1,200

### THE CAMPAIGN

Our goal was simple—to help Joerns increase their sales force effectiveness by getting Melia in front of the right prospects with the right content. We took prospecting and nurturing off Melia's plate so she could focus on what she does best—selling and closing.

Using our proprietary data, we honed in on the specific healthcare prospects she wanted to target. From there, we developed campaign assets and engaged the Emerged platform to run a multi-channel campaign to Melia's exact audience, utilizing tactics like automated 1-to-1 outreach and paid advertising on business and personal platforms.

"The onboarding process with Emerged was effortless. They created all campaign assets, curated my perfect prospect list, and launched our campaign in less than 30 days.

Once we launched, I immediately began to see valuable connections forming and sales conversations starting. The Emerged team was great about communicating with me and making sure I never missed a lead."

### The Challenge

Joerns Healthcare had been providing high end medical equipment and clinical support to a variety of care settings for over four decades. In the midst of a pandemic, however, Joerns was faced with a changing economic landscape in which in-person sales interactions had come to a halt and medical equipment budgets had been frozen. Joerns knew their sales organization needed to adapt their approach to prospecting and nurturing—and quickly.

### The Solution

The Emerged platform was developed exclusively for companies looking to sell to HCPs and healthcare administrators. Using our proprietary data and automated prospecting and nurturing process, we were able to help Melia get Joerns' message in front of the **right prospects at the right time.**



### The Outcome

Within 90 days, Melia grew her professional network by 20%, connected with over 150 new care facilities, and started over 200 sales conversations.

**She is now in the closing stages of two new proposals—one worth \$1M/yr, and another worth \$6M/yr.**

