

Per-Se Technologies — A Maverick Marketer in the Healthcare Industry: Driving Leads and Exposure with KnowledgeStorm

In June 2003, Per-Se decided to market and generate leads for its Connective Healthcare solutions on KnowledgeStorm, the Internet's top-ranked technology content and search site.

The Challenge:

Per-Se Technologies the leader in Connective Healthcare, continuously works to market its solutions and generate leads in the healthcare industry. Per-Se's hospital target market runs the gamut from CFOs of the largest healthcare organizations in the US, to nurses that use their solutions for nurse and patient scheduling. Per-Se's Connective Healthcare solutions reduce administrative expenses, increase revenue and accelerate the movement of funds to benefit providers, payers and patients.

With limited resources, Per-Se's Hospital Services division marketing and sales team was looking for an efficient and effective marketing program to help them generate, filter and manage leads for their healthcare solutions while complementing existing programs.

The Solution:

The KnowledgeStorm Lead Assessment program, a key part of Per-Se's solution, is designed to save technology marketers, business strategists and IT professionals time and money. Building on the extensive experience that KnowledgeStorm has cultivated in the technology sector over time, this program manages leads from start to finish.

The lead management process involves five crucial steps — lead generation, lead assessment, lead distribution, lead follow-up and reporting. KnowledgeStorm generates and captures leads from users visiting its Website. The lead assessment team then separates the more urgent leads from those with longer-term potential, by "bucketing" the leads based on where users are in the buy cycle.

Next, the leads are assigned an appropriate level according to KnowledgeStorm's lead level matrix, identifying the higher priority leads for the vendor sales team. Leads are immediately delivered to the KnowledgeStorm customer, such as Per-Se, so they may follow up appropriately with the user.

Lead levels change over time; therefore, it's important that both KnowledgeStorm and Per-Se be diligent in the lead follow-up process. This process is very customer-oriented. Multiple attempts are made to contact the leads and assess their level of interest before the lead is passed onto the sales team. Once it's in the pipeline, the sales team regularly checks on the potential buyers in order to gauge the progress of the lead.

Based on lead volume, customers receive custom lead reports from KnowledgeStorm, letting them know how the program is working for them.

The Results:

"KnowledgeStorm elevates our marketing and brand awareness efforts to a level beyond traditional marketing," said Rob Fisher, director, Sales & Marketing Services for Per-Se's Hospital Services Division.

"KnowledgeStorm enables us to reach our target customer, while they are actively looking for the types of solutions that Per-Se delivers. In addition, their lead assessment services help us maximize our revenue generation opportunities and frees up time to focus on other marketing efforts."

Per-Se's Hospital Services division uses many different marketing resources; however, Fisher says, "When calculating cost-per-lead or opportunity, KnowledgeStorm definitely provides one of the lowest prices. In addition, the close rate on the leads is much higher because these are inbound prospects looking and searching for Per-Se's solutions as opposed to outbound marketing campaigns. We estimate that our ROI for 2004 was 320%.

"We are extremely pleased with the results," said Fisher. "In July of 2004, we renewed our contract to list our Connective Healthcare solutions for hospitals with KnowledgeStorm for another 18 months."

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Your Health Is The Bottom Line