



INITIAL CALL HAS HAD SUCCESS IN SCHEDULING ADVANCED ICU CARE NOT ONLY MORE APPOINTMENTS, BUT ALSO MORE QUALIFIED APPOINTMENTS.

INTRODUCTION

Advanced ICU Care brings 24-7 board-certified intensivist coverage to critically ill patients via telemedicine technology. Founded in 2005, the company services 20 community hospitals in eight states throughout the US. The 5-year-old company has a proven track record of helping hospitals improve their quality of patient care.

The virtual ICU telemedicine technology consists of remote care tools, including cameras for videoconferencing, that act as the main hub connecting Advanced ICU Care's physicians and nurses with patients, families, and on-site clinicians. Advanced ICU Care provides an extra level of care, improving patient outcomes and reducing their length of stay, making a positive impact on the hospital's operating results.

ADVANCED ICU CARE'S CHALLENGE

Advanced ICU Care wanted to expand its services to more communities across the country while providing greater support to their Regional Sales VPs, enabling them to focus more time on closing business than prospecting.

Advanced ICU Care's best prospective clients are those hospitals that are looking to address an ICU staffing, revenue, or patient care challenge. "It doesn't make sense to approach a hospital that isn't actively trying to improve their ICU care and outcomes," said Scott Turner, Vice President of Sales and Marketing for Advanced ICU Care.

Turner says his outside sales team needed help screening prospects. "It requires a lot of research to determine which hospitals are open to the idea of looking at Advanced ICU Care as an option. That's one of the reasons our sales cycle is anywhere from 12 to 24 months."

ADVANCED ICU CARE CASE STUDY



SALES APPLICATIONS

“We hired Initial Call for a pilot project to help our outside sales team qualify opportunities,” disclosed Turner. Initial Call works to uncover where prospective hospitals are in their decision-making process as well as pinpoint the key decision-makers.

According to Turner, Initial Call has had success in scheduling Advanced ICU Care not only more appointments, but also more qualified appointments. After realizing benefits from the pilot engagement, Advanced ICU Care expanded the parameters of the pilot project with Initial Call.

“We also changed the targeted focus of our pitch from the Chief Medical or Nursing Officer(s) to the CEO, who typically has more decision-making power to add Advanced ICU Care’s services to their hospital,” explained Turner. Now, over 27% of the introductory meetings set by Initial Call include a hospital CEO.

Later, Turner looked more closely at where his outside sales force was spending its time and determined it made sense to expand the project once more with Initial Call. “Initial Call now spends roughly 50 hours a week working on our prospects and is having success populating our sales pipeline with viable leads,” revealed Turner.

Amy Keuper, Vice President of Sales & Operations for Initial Call, commented on the breadth of Initial Call’s role. “We are more than appointment-setters. We are an integral part of inside sales operations. Advanced ICU Care has trusted us to be an embedded resource, working inside their Customer Relationship Management (CRM) tool, Salesforce.com, with direct communication between our team and their Regional VPs.”

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OUTCOMES

In seventeen months, Initial Call has sourced many significant opportunities, with over \$32 million still open. Advanced ICU Care has been so pleased with Initial Call’s performance that the project has been expanded twice.

Initial Call has done extensive customizing and workflow in the company’s Salesforce.com and serves as Turner’s on-call resource for CRM questions and custom reports. “Initial Call has significantly improved the quality of our CRM tool and developed very solid opportunities for our sales force to follow up on,” appraised Turner.

CONCLUSION

“I have been most impressed with the Initial Call team’s ability to adapt to the changes we made in the goals of the project as we moved through it,” added Turner. “As we changed focus, they worked seamlessly to improve our CRM tool, tweak and target our messaging, and, most importantly, whittle down our leads list to the most optimal prospects. Their attention to detail and the ability with which they utilize our CRM without requiring management from us is a significant added value to me.

“Also, I never have to check in on them to see how their work is progressing. They always provide timely updates and metrics of hours spent and goals achieved.” Turner says he will continue to engage Initial Call as the company expands the opportunities in its sales pipeline.