

Success Story: ECR Provider Strikes Quickly, Sees Immediate Return on Investment Using Athena SWC



Client Profile

A provider of Electronic Clinical Record applications for chemical dependency treatment providers. Solution complies with HIPAA, JACHO, and State Agency Regulations.

Business Situation

There is high demand for Electronic Clinical Records (ECR) within small and medium sized chemical dependency treatment providers. Treatment centers are always looking for assistance with reducing administrative paperwork that allows clinicians to focus more time on the quality of patient care.

Addiction clinics have historically been extremely paper and manual process intensive. Most clinicians are not even aware that a cost effective ECR solution exists for their sized clinic.

Creating awareness regarding the advantages of ECR applications was a critical first step in the sales process. Considering the need within the marketplace, the company wanted to aggressively attack these small- and mid-sized clinics with a focused educational offer to engage qualified prospects.

What was missing was the additional resource capacity and the process infrastructure to quickly target, educate and qualify new sales opportunities at a very high rate.

Choosing a Partner

The ECR provider engaged Athena SWC to execute its Synchronized Relationship Acquisition and Management Process (RAMP). The RAMP engagement targeted small- to medium-sized chemical dependency treatment providers in several states.

Getting Started

After gaining an understanding of the ECR provider and its solution, market share, targeted contact position, and sales process, Athena analyzed and developed target specific campaign content messaging. The messaging included a value focused sales offer specific to the needs and pains of the ECR provider's target market and contacts. In addition, the analysis

resulted in the definition of specific criteria to tightly qualify sales lead opportunities.

Because the ECR provider and their solution was not well known in the market, Athena designed the RAMP to secure educational webcast meetings.

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Educating and Qualifying Prospects

The objective of the webcasts was to introduce the ECR provider and its solution and to help the targeted prospect understand how the solution could benefit the prospect's clinical records processing.

In addition, the educational webcast provided the ECR provider with the opportunity to qualify the prospect in accordance with the ECR provider's qualification criteria.

As a result of the specific prospect targeting and messaging, coupled with the educational webcast and qualification process, the ECR provider was able to compress their process cycle-time to secure the first step in their sales process (on-site meetings) and also to significantly increase their sales person's business development 'face-time' with decision makers and key influencers to close new business.

During the execution of the campaigns, Athena was successful in obtaining feedback on both competitive activities and market nuances that helped strengthen and improve the campaign content messaging, target marketing and qualification criteria.

When a Perceived Obstacle is not Really an Obstacle

The call execution reinforced an obstacle. Specifically, that chemical dependency treatment providers operate in a highly chaotic environment, which made it difficult to secure appointments for an educational webcast with the targeted contact positions.

Athena's rigorous follow-up process, which includes a continual focus on confirmation, reconfirmation, and rescheduling, overcame this obstacle and enabled Athena to exceed its campaign goals for the ECR providers educational webcasts.

Ultimately, the quality of leads resulting from the educational webcasts positioned the ECR provider to experience a significant compression in their sales process cycle-time between the first meeting and the sales closure. In addition to developing greater market awareness and improving sales rep productivity, Athena's customized process provided a detailed understanding of the chemical dependency treatment provider environments, which helped the ECR provider improve their targeted messaging and sales process methodology.

The Results

**Compressed
Process
Cycle Time**

**Extracted
Market
Intelligence**

**Increased
Market
Awareness**