

**The Client** – Digital Medical Administration Record Sheets

## The Challenge ....

The client offers a digital solution for completing Medical Administration Record Sheets (MAR Sheets) to Care Homes across the UK. The offering is app-enabled and allows staff to speed up back office functions, reduce errors, and speed up medication rounds by up to 30 minutes each.

We approached them at the start of 2019 and introduced our services, and the client was keen to begin a campaign focused on generating face-to-face demonstrations of the app.

## The Project ....

We targeted Care Homes across the UK that had already been selected by our client and sent a tailored mail shot by post. The homes were predominately individual or privately owned homes as opposed to parts of large groups, as they tend to have centralised decision-making processes and longer sales cycles.

The aim was to get in touch with Care Home Owners and Managers to book a face-to-face demonstration, or alternatively, a web demonstration to discuss the benefits of the app for the individual homes.

The 30-day campaign spanned 10 weeks with our team working 3 days per week for the client, with a target of booking 2 demos per day over the course of the campaign.

## The Results ....

By the end of the campaign, our client was very pleased with the results as our team had secured 63 face-to-face demonstrations and 9 web demonstrations; resulting in a total of 72 demonstrations being secured for the client. This was over target and our client reported they managed to convert 49 of the prospects into customers, leading to a significant ROI (Return on Investment) for the client.

They then moved onto a monthly-rolling campaign and have been with us ever since – only briefly pausing their campaign due to the UK Coronavirus lockdown in March 2020.