

The Client – An eLearning offering for NHS, Care Homes and Medical Teaching Universities

The Challenge

Our client came to us over 2 years ago as a fledgeling company. At that point, they had a small number of clients but were looking to get to critical mass within a specifically timed period. They had no marketing strategy, so we had to guide them through the whole process, and we agreed on a pilot telemarketing project to assess their suitability within the very competitive healthcare market.

The Project

Owing to the huge success we have enjoyed securing appointments with Universities and NHS Trusts, we now represent our client 2 days per week purely within the Care Home sector to build this sector up. Our monthly target in this sector is 6 appointments which we are comfortably achieving.

The Results

We offer appointment generation for two days each week and during our time together, our client has

- Over 120 NHS Trusts using their portal
- Over 70% of the Medical Teaching Universities and Hospitals on board
- An increasing number of Care Homes joining the portal

During our relationship with our client, we have exceeded the target every month and we are now on a constant rolling programme helping this now very successful business to become a serious player in the provision of eLearning portals within the Care and Medical sectors.