



Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC





About Direct Care Innovations

Direct Care Innovations (DCI) is a healthcare technology company that creates innovative business management platforms for providers and government agencies in Medicaid, Medicare, Private Insurance, and Managed Care Markets. They are dedicated to empowering direct care workers with more time and money to care.



Marisa Balbo

Innovations Associate

Industry

Computer Software

Website

www.dcisoftware.com

Challenges and Scope

ICP: Fiscal Service Providers

Product: Healthcare technology platform

CIENCE Technologies coordinates the lead generation efforts for DCI. After researching appropriate industries and clients, they conduct cold-email campaigns and assist anywhere needed with lead generation, appointment setting, newsletters, and ongoing communications, in order to raise brand awareness and start quality sales conversations.

Why CIENCE

"It is such a pleasure to work with CIENCE as I know I can always count on them."

– Marisa Balbo, Innovations Associate.

Direct Care Innovations needed lead generation help to specifically target niche companies for their healthcare-related computer software. They appreciated what CIENCE could offer – not only could they generate qualified leads, but they could help them in every part of their process, were proactive and responsive from the start.

RESULTS

Direct Care Innovations and CIENCE have been partnered since 2017. Marisa Balbo describes the relationship as *"they have been nothing but Johnny on the Spot. Any changes needed, they are always on top of it. They are excellent at booking appointments and have learned about the special niche of Social Work (of our target audience) in such a short amount of time."*

From cold-email campaigns, assisting with leads, booking appointments, newsletters, and continuous communication, CIENCE has produced consistently positive results for Direct Care Innovations.

CIENCE's Evaluation

Overall Score | ★ ★ ★ ★ ★

Scheduling | ★ ★ ★ ★ ★

Cost | ★ ★ ★ ★ ★

Quality | ★ ★ ★ ★ ★

NPS | ★ ★ ★ ★ ★





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