



RARITY  HEALTH

Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC

 CIENCE



About Rarity Health

Rarity Health is an independently owned healthcare communications agency that specializes in launching products to combat rare diseases. With more than 30 years of success in the rare disease space, Rarity Health has developed a blueprint, Rarity Launchpad, for product launches which is highly customizable for any brand. Having a deep knowledge of the complexities of launching rare disease therapies, Rarity Health can provide a clear path ensuring launch success.



Rob Newland

Managing Partner

Industry

Hospital & Health Care

Website

rarityhealth.com

Challenges and Scope

ICP: Pharmaceutical Industry

Product: Rarity health is a marketing and communications agency that helps companies plan and execute successful product launches for rare disease equipment and devices.

CIENCE Technologies coordinates the lead generation efforts for Rarity Health. After researching appropriate companies and clients, and getting up to speed on specific goals and objectives, they conduct outbound marketing campaigns.

Why CIENCE

“We have tried a number of lead generation services in the past. CIENCE has been the best by far. They customize their approach to your specific industry and fit right in with your organization.” – Rob Newland, Managing Partner at Rarity Health.

On top of selecting CIENCE because they were priced in a way that allowed them to manage their budget, Rarity Health needed a partner to identify new leads, develop email marketing scripts, consistently perform email outreach on their behalf, and execute proper floor-ups – all of which CIENCE has experience and expertise in.

RESULTS

Rob put it nicely saying, *“Yes, CIENCE solved our business problems. We hired CIENCE to generate new leads and set up introductory appointments with these leads. To that end, they have exceeded our expectations and have been very successful.”*

CIENCE’s Evaluation

Overall Score		★ ★ ★ ★ ★
Scheduling		★ ★ ★ ★ ★
Cost		★ ★ ★ ★ ★
Quality		★ ★ ★ ★ ★
NPS		★ ★ ★ ★ ★





548 Market St #99737
San Francisco CA
94104-5401 US

+1 (949) 424-2906
hello@cience.com
www.cience.com