

Training Institute's  
Immediate  
Business Needs  
Met  
Efficiently by  
**Healthcare Data Group**

*"We were up against a tough deadline where we had to get contact details of over 2000 doctors & pharmaceutical executives. **HDG** in simply no time gave us all the contact details we wanted. All the contacts were accurate and fresh. Within a span of few days we were able to spread the word about the event and smoothly conduct the conference – just the way we wanted to..."*

**Charlene Fairfax**  
CMO

## About the client

The client is a leading Training Institute based in Chicago, Illinois that helps corporate executives on personal development, team building, personal relationship management and how to achieve better business results. The Institute also conducts various conferences and seminars all across USA healthcare being one of the major subjects.

## A Challenging Business Requirement

The Institute was organizing a conference on oncology, treatment and prevention. They needed contact details of over 2000 oncologists and corporate executives of particular pharmaceutical companies who specialized in oncological medicines.

They wanted the contact details such as email, fax & business phone numbers so that they can get directly in touch with them. Since they were hosting the conference in Chicago itself, they wanted the contacts particularly located in and around this region only. Thus the Institute contacted Healthcare Data Group to avail its database services.

## How Healthcare Data Group Provided the Right Solution

Healthcare Data Group being a premier healthcare marketing service provider across the globe has a huge database with all the contact details and other information on healthcare executives working across the globe.

From the extensive database of over 5 million healthcare executives, Healthcare Data Group picked out the contact details of oncologists and pharma-executives based in Chicago and other neighboring cities such as Burbank, Brookfield, Oak Park, Maywood, etc.

All the contact details were up-to-date, fresh and accurate. Within a span of just 3 days Healthcare Data Group was able to deliver a total of 2500 contacts.

Since Healthcare Data Group also offers email marketing campaign services, the Institute then availed this service to reach out to these contacts through emails and spread the word about the conference.

With the help of Healthcare Data Group's effective email marketing campaign strategies, the institute was able to reach out to its targeted prospects present in their newly acquired database.