

HealthLuminate Case Study: Prospect Generation for OutcomeMD

CASE STUDY

HEALTHCARE INNOVATION

Hyper-Personalized Physician Outreach That Delivers Results

About OutcomeMD: OutcomeMD is a data platform that connects drug development and clinical care through patient experience data captured during routine care—creating scalable, valuable insights for advancing care and treatments. They focus on understanding how patients feel and function (patient experience data – PED) in the context of their disease delivering valuable insights to biopharma based on that data. Those insights are of high value to data consumers, especially the biopharmaceutical industry. More informed care and the enabling of new treatments ultimately improves outcomes through better treatments for patients.

Engaging HealthLuminate: To support its growth, OutcomeMD sought to engage large, independent physician practices using outreach that reflected the same level of quality and personalization as its product. The goal was to connect with decision-makers at high-quality practices in a thoughtful, credible way.

The Challenge

Reach decision-makers at large independent practices with credible, personalized messaging

The Solution

Partner with HealthLuminate for hyper-personalized multi-channel outreach

The Target

Independent physician practices with 10–250 physicians across the United States

What HealthLuminate Delivered in 4 Months



Comprehensive Market Intelligence

HealthLuminate built a comprehensive database of all U.S. independent physician practices with 10+ physicians, then identified key executive, clinical, and operational leaders at each practice—ensuring outreach targeted the right decision-makers.

Multi-Channel Engagement at Scale

The team executed outreach to **2,111 prospective contacts** using a sophisticated multi-touch approach designed for maximum engagement and credibility.

1

Email Outreach

4 hyper-personalized emails tailored to each prospect's background and achievements

2

Phone Engagement

3 strategic phone call attempts to connect with key decision-makers

3

LinkedIn Strategy

4 hyper-personalized touchpoints including profile views, post engagement, connection requests, and direct messages

Personalized Outreach That Resonates

Example Outreach Email

John—

I saw your recent LinkedIn post about launching your endobariatrics program and performing [State Redacted]'s first endoscopic weight-loss procedure. That's an impressive milestone for innovation and mentorship in endoscopic care.

When our leadership team saw your work, we wanted to invite you to participate in a new collaborative focused on transforming healthcare through patient-reported outcomes.

We're partnering with leading physicians and practices to make patient feedback more actionable at scale. Life sciences and pharma organizations fund access to anonymized patient data, allowing us to subsidize the cost and administration of collecting and benchmarking patient-reported outcomes across the country.

Your thought leadership makes you a natural fit to help shape this growing movement—early enough to influence its direction, but with a foundation that's already delivering results.

Would you be open to a brief conversation to explore what this could look like for [Organization Name Redacted]?

The HealthLuminate Difference

Every message was crafted to demonstrate genuine knowledge of the prospect's work and achievements. This approach transformed cold outreach into warm, credible conversations that respected the recipient's time and expertise.

- Referenced specific achievements and recent activities
- Positioned the opportunity as collaborative, not transactional
- Emphasized thought leadership and industry influence
- Clear, respectful call to action

Measurable Outcomes That Matter

55

Meetings Scheduled

High-quality conversations with practice CEOs, medical leaders, and senior practice executives

2,111

Prospects Reached

Decision-makers contacted through personalized multi-channel outreach

\$436

Cost Per Meeting

Average investment for each net-new prospect meeting scheduled

Multiple prospects progressed beyond initial meetings into meaningful commercial and strategic engagements, demonstrating the quality and relevance of HealthLuminate's outreach approach.

Cost-Efficient, Activity-Based Pricing

HealthLuminate operates on a transparent activity-based pricing model, ensuring predictable costs and measurable ROI. With an average cost of **\$436 per net-new prospect meeting**, organizations gain access to decision-makers at scale without the overhead of building internal teams.



Precision Targeting

Comprehensive database development ensures you reach the right practices and decision-makers



Personalized Messaging

Hyper-personalized outreach that demonstrates genuine understanding and builds credibility



Proven Results

Measurable outcomes with transparent, activity-based pricing and exceptional ROI