



Why Accurate Provider Data Is Essential for Healthcare Continuing Education

And how HealthLink Dimensions helped a CME market leader scale and improved its services



A HealthLink Dimensions Case Study



The Challenge

What happens when a medical education company discovers that its provider database is both inaccurate and out of date? One of the top companies in this field recently asked itself the same question.

Their Chief Operating Officer knew from more than 20 years of experience with professional healthcare organizations that accurate provider data improved deliverability, streamlined segmentation, and enhanced both reputation and results. When he examined their provider database, he immediately recognized that they needed help.

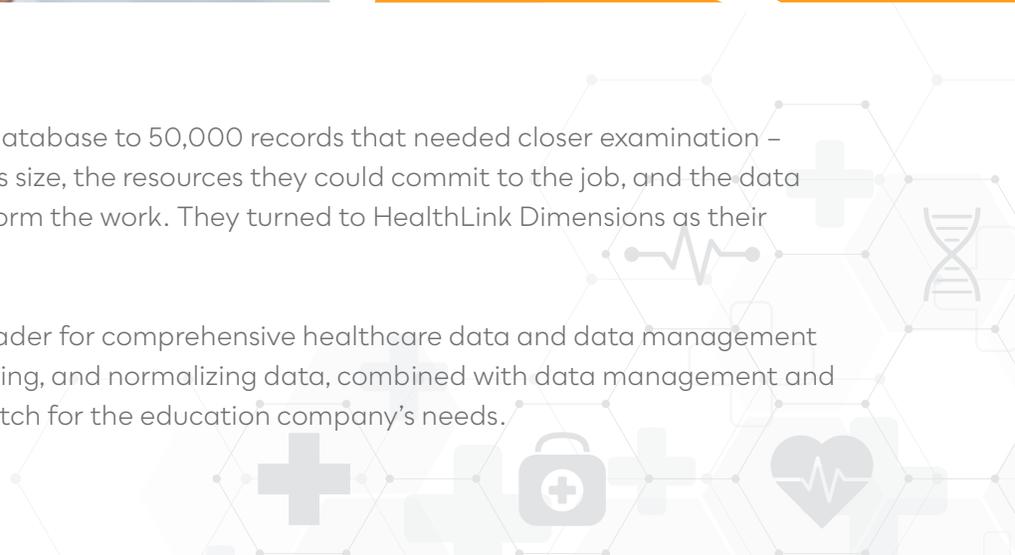
According to the COO, “When I looked at our data, I realized it wasn’t standardized. Some data company vendors offered provider email lists but little else. ‘Providers’ means much more than email addresses. We needed full-record demographics including state licensing information, board certifications, and specialty designations. Likewise, we needed someone who could increase our reach so that we could build a deep presence in high-value specialties such as oncology.”



The Solution

The COO’s team pared down the total database to 50,000 records that needed closer examination – still a daunting task, given the company’s size, the resources they could commit to the job, and the data management expertise required to perform the work. They turned to HealthLink Dimensions as their trusted partner.

HealthLink Dimensions is the industry leader for comprehensive healthcare data and data management services. Our expertise in sourcing, verifying, and normalizing data, combined with data management and segmentation, provided an excellent match for the education company’s needs.



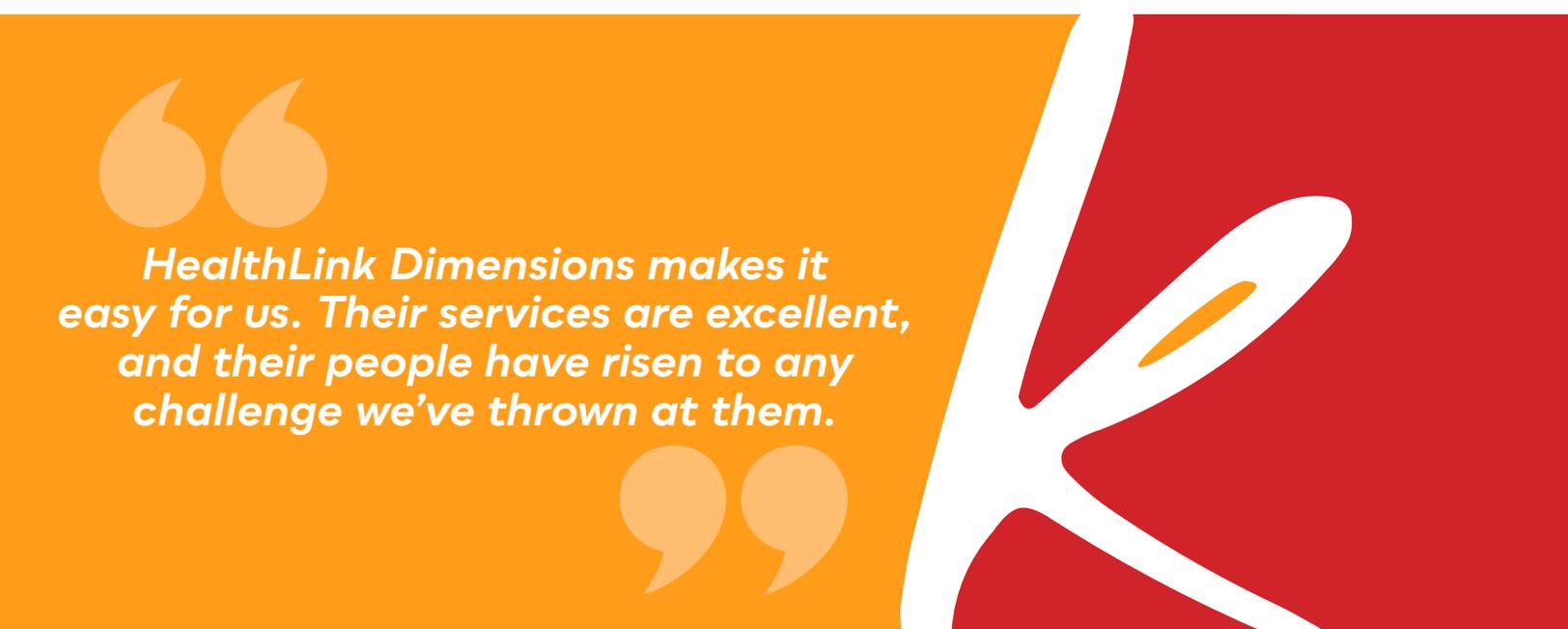
“People don’t like to talk about data hygiene, but it’s really important – especially in the healthcare space, where mergers and acquisitions keep happening at an accelerating rate. It’s hard to do it right,” the COO continued. “HealthLink Dimensions makes it easy for us. Their services are excellent, and their people have risen to any challenge we’ve thrown at them.”

HealthLink Dimensions provided three critical services:

- Data update and completion for obsolete or partial records
- Improved provider specialty detail to ensure coverage for high-value audiences
- Flexible segmentation services to streamline and enhance deliverability for target markets

A graphic of two large, light orange quotation marks on an orange background.

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A graphic of two smaller, light orange quotation marks on an orange background.A decorative background featuring a large, stylized white letter 'K' on a red background, and a large orange shape on the left side.

HealthLink Dimensions took the company’s 50,000 provider list and matched it against their comprehensive list of public and private provider contacts. Automated tools quickly imported and validated missing information, with the remaining exceptions covered by HealthLink Dimensions’ Provider Research Center team.

Results

A background of various medical and healthcare icons, including a cross, a DNA helix, a heart, a microscope, and a person, connected by a network of lines.

With few in-person events during the COVID-19 pandemic, accurate provider information became even more critical for this company. They now can reach out directly to high-value specialties, such as oncology, with high deliverability rates. Providers receive the educational materials they want and need to remain on top of rapidly evolving treatments of severe conditions such as multiple myeloma and other situations where continuing education can mean a literal difference between life and death for patients.

According to the COO, "It's been a terrific partnership. We're going to keep using HealthLink Dimensions on a quarterly basis. The speed and accuracy they bring to the table, along with the quality of their services, has been crucial for us as we improve our delivery channels for our partners."

Future Goals

The organization now envisions continuously updated live and online provider data to ensure that every touchpoint is as accurate as possible. Clients and providers will receive the highest possible outcomes, seamlessly integrating personalized information and materials for online and offline events that increase overall engagement and communications.

Likewise, outreach beyond providers to patient and consumer advocacy groups presents a significant growth opportunity. HealthLink Dimensions' digital data expertise will be an essential part of these innovations.



Find out more about this market-leading medical education organization and how they used HealthLink Dimensions to improve outreach and deliverability, as well as provide the foundation for future innovation. Contact HealthLink Dimensions today at 404.250.3900.

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