

200% LEAD BOOST FOR PATIENT APPS

A Healthcare Software Firm

CLIENT NAME AND SPECIFIC DETAILS PROTECTED UNDER NDA
A GAN-FALL CLIENT

Industry: Healthcare/Wellness Software

Size: ~40 employees, \$14M revenue

Location: Midwest, USA

This healthcare software firm develops innovative patient management applications, offering solutions for telehealth, appointment scheduling, and patient engagement that improve clinic efficiency by 25%, according to client metrics. With a dedicated team of approximately 40 employees and \$14M in annual revenue, they've established a strong presence in the Midwest, serving hospitals, clinics, and private practices. Positioned in a healthcare-focused region, they aim to expand into larger markets, secure enterprise contracts, and grow into a \$30M leader in health tech.

BUSINESS CHALLENGES

- Low lead volume: 15 per month, mostly small practices, unfit for \$100K+ app deals.
- High CAC: \$1,300 per client, cutting profits on \$150K average contracts.
- Slow outreach: 20 hours weekly chasing leads, delaying app updates.
- Competition: Bigger health tech firms locked up hospital contracts.

OBJECTIVES

- Increase leads to 45+ monthly, targeting \$100K+ deals from clinics and hospitals.
- Reduce CAC to \$420, freeing funds for new features and hires.
- Hit 90% lead fit for healthcare providers with 50+ staff needing patient tools.
- Cut outreach time by 70%, focusing team on coding and client pitches.

SOLUTION

Our AutoReach Pro initiative:

- Targeted 2,500+ hospital admins and clinic managers with 50+ staff seeking tech upgrades.
- Ran 4-touch campaign: LinkedIn pitches with efficiency stats, emails with demo links, SMS webinar invites, follow-ups for non-responders.
- Used AI scoring to reach 90% lead fit, cut weak chases by 75%.
- Synced with HubSpot, automated tracking, sped up sales handoffs.

RESULT AND BENEFITS

- Leads grew from 15 to 45 per month, a 200% rise, filling pipeline with hospital clients.
- CAC fell from \$1,300 to \$420, a 68% drop, funding two new developers.
- Revenue rose with \$500K hospital deal, \$1.5M more in pipeline.
- Outreach time dropped from 20 to 6 hours weekly, a 70% gain, boosting update speed by 20%.
- \$48K investment returned 37x in revenue, aiming for \$30M target.

"Our company had been struggling to get bigger clients for a while since most of them had been taken already by competitors but with your system we've reached out to leads in ways we hadn't even thought of and now we're getting big players regularly. It's an incredible system, thank you for reaching out to us"

— Owner