

233% LEAD SURGE FOR TELEHEALTH TOOLS

A HEALTH IT STARTUP

CLIENT NAME AND SPECIFIC DETAILS PROTECTED UNDER NDA

A GAN-FALL CLIENT

Industry: Healthcare/Wellness Software

Size: ~25 employees, \$6M revenue

Location: West Coast, USA

This health IT startup develops advanced telehealth platforms, providing seamless virtual care solutions that connect patients and providers, reducing appointment no-shows by 20% in early adopter clinics. With an agile team of approximately 25 employees and \$6M in annual revenue, they've gained traction on the West Coast, serving small practices and regional health networks. Positioned in a tech-savvy region, they aim to penetrate larger healthcare systems, secure high-value contracts, and grow into a \$15M innovator in the telehealth space.

BUSINESS CHALLENGES

- Low lead volume: 12 per month, mostly tiny clinics, unfit for \$75K+ platform deals.
- High CAC: \$1,200 per client, eating profits on \$100K average contracts.
- Slow outreach: 18 hours weekly chasing leads, stalling platform updates.
- Competition: Established telehealth firms grabbed bigger network contracts.

OBJECTIVES

- Boost leads to 40+ monthly, targeting \$75K+ deals from health systems.
- Cut CAC to \$400, freeing funds for new features and team hires.
- Hit 90% lead fit for providers with 50+ staff needing virtual tools.
- Reduce outreach time by 70%, focusing team on coding and pitches.

SOLUTION

Our AutoReach Pro initiative:

- Targeted 2,000+ clinic admins and health IT directors with 50+ staff seeking telehealth.
- Ran 4-touch campaign: LinkedIn pitches with no-show 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 Pipedrive, automated tracking, sped up sales handoffs.

RESULT AND BENEFITS

- Leads rose from 12 to 40 per month, a 233% jump, filling pipeline with health networks.
- CAC fell from \$1,200 to \$400, a 67% drop, funding two new developers.
- Revenue grew with \$400K network deal, \$1.2M more in pipeline.
- Outreach time dropped from 18 to 5 hours weekly, a 72% gain, boosting update speed by 25%.
- \$48K investment returned 35x in revenue, aiming for \$15M target.

"After getting a AI and automation breakdown from you and your team I knew I was behind on the game and because of you guys we're caught up and competing with the best now, it's really a game changer"

— Chief Executive Officer