



Case Study



Client

Headquartered in United States, the Company is a cloud-based medical billing and practice management software which is an effective solution for scheduling patients, performing complex medical billing, and reporting on all the areas of the billing services.



Challenges

Working with all sizes of third-party billing services and over 1,000 physicians, developing solutions to meet the constantly changing needs of the medical community. Their proven solutions were developed by medical billing professionals to work like their work. It is HIPAA compliant and ICD-10 ready with crosswalks built into their product. They have partnerships and interface with leading EHR solutions, freeing you to use the best-of-breed solutions available.

The company provides cloud-based practice management software solutions for medical billing companies and practices for over 15 years with cost effective solutions.

With such Healthcare solution, their Director of Product Management reached us for a target audience contacts that suits their Medical Billing & Practice Management Software from all physicians/surgeons/doctors that are presently using other technologies in USA.

After evaluating various options in terms of samples and alternate marketing models. The client choose to start with the below project.





Project Specifications



Target Audience

Kareo, AdvancedMD,
NueMD, Open Practice



Geography

United States



Counts

4,030 contacts with
email address



Moment of truth

After 3 months, we received another requirement the Client that would require Target Audience Users' of other technologies in USA.



Target Audience

SOAPware &
McKesson Users



Geography

United States



Counts

3,610 Unique Contacts
(includes email address)



Clients Review

ProgressBay, Inc have delivered the file in timely manner which was our deadline given to them. They have fulfilled the requirement with the specified details as per our needs.



PROGRESSBAY, INC
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