



Case Study: Quantros, Inc.
Client Location: Milpitas, California
Industry: Healthcare Information Technology
Duration: June 2006 to Present

The Client Founded in 2000, Quantros provides real-time knowledge creation solutions for benchmarking, patient safety, accreditation and compliance, and outcomes monitoring for leading healthcare providers, payers, and pharmaceutical manufacturers. Quantros' web-delivered applications provide a standard platform for automating resource intensive manual processes. Through a variety of direct sales and vendor partners, more than 2,000 healthcare facilities are licensed to use Quantros' web-based technology solutions.

The Engagement In June 2006, healthcare software solutions provider Quantros began a comprehensive marketing and public relations engagement with Grow Sales, Inc. Our objectives were and still are to achieve the following:

- Improve lead generation
- Increase the number of client software installations
- Rapidly grow company revenues
- Advance brand awareness among potential marquee clients

The Results In fewer than five years, Quantros annual sales have nearly quadrupled. The projection for 2011 is another 50% revenue increase. Today, Quantros has software installations in one out of every three US hospitals. In October 2010, a major financial event occurred. Quantros was successfully sold to a private equity firm that kept current management remaining in place. The Grow Sales, Inc. team has been an integral part of the company's rapid success.



Solution Details

The Grow Sales, Inc. business growth strategy for Quantros has included six components:

1. Customer Nurture Program (2006-present)

- A regular stream of timely, targeted email and direct mail campaigns (approximately five to fifteen per month) with trackable links to monitor click-through activities
- Common topics include:
 - Up-sell/cross-sell promotions
 - Informational industry updates
 - Newsletters
 - Monthly webinar schedule announcements
 - Product updates
- What we do:
 - Create and edit most content
 - Design email templates and supporting graphics
 - Provide management of client databases
 - Schedule and manage distribution
 - Monitor and review performance metrics

2. Social Media (2009-present)

- Twitter (<http://twitter.com/Quantros>)
 - 3-5 “tweets” per day, 3,000+ followers
- YouTube (<http://www.youtube.com/watch?v=BFd54Yzg-vo>)
 - Created and load company and client videos
 - View count: 14M+ views on leading video
- Facebook (<http://www.facebook.com/Quantros>)

3. Public Relations

- Press Releases (2006-present)
 - Frequency: 3-10 per month
- Trade Articles (2008-present)
- Customer case studies (2008-present)
- Client authored books:



- Fatal Care: Survive in the U.S. Healthcare System, by Quantros CMO, Sanjaya Kumar (2008)
 - Conceived and managed project to completion
 - Interviewed all subjects, wrote non-clinical content, edited entire manuscript
- Demand Better! Revive Our Broken Healthcare System, by Sanjaya Kumar and David Nash (2011)
 - Conceived and managed project to completion
- General media outreach (2009-present)
 - Develop story ideas, identify and pitch journalists

4. Web and Graphic Design

- Designed and wrote content for 3 Quantros websites:
 - www.quantros.com - primary corporate site
 - Initial design (2006)
 - Managed Google AdWords and SEO campaigns (2006-2008)
 - Redesign (2008)
 - Will oversee third major redesign (2011)
 - www.fatalcare.com - primary site for Fatal Care book
 - www.iRADcle.com - microsite for India-based software development partner
- Clinical Café - www.clinicalcafe.com
 - Project team member for creation and launch of new social media site for the healthcare industry
- Corporate collateral materials (2006)
 - Redesign (2010)
- Trade show support (2006-Present)
 - Advance mailings to attendees
 - Booth design/redesign
 - Show-specific collateral materials
- Logo redesign (2009)
- New product design assistance
 - Designed all buttons for new software product (2009)



5. Sales Support

- List generation (2006-Present)
- Lead tracking (2006-2009)
 - Run rate of monetized lead pipeline is currently in the 3 times sales range.
- Client-specific “MicroStrategies” (2009)
 - Identify the gap between current and potential sales for top clients
 - Work with regional sales teams to create a strategic selling approach for each account and monitor activities and results

6. Strategic Talking Partner

- Anything goes with our primary leadership contacts (2006-Present)
 - VP Marketing
 - VP Sales
 - Exec VP, Sales & Marketing
 - President & Chief Medical Officer

Testimonial

"Grow Sales, Inc. is a valuable partner in our ongoing strategic and tactical marketing initiatives. Their expertise, leadership and professionalism have helped Quantros rapidly expand within the healthcare market. They have provided market insight and operational efficiency that have helped Quantros maintain an aggressive marketing agenda while ensuring costs remain in line with plan."

Chris Bethell
Vice President of Marketing and Product Management
Quantros, Inc.