

m^xmodal™



CASE STUDY



DEMAND
GENERATION

M*Modal

Demand Generation



M*Modal is a leading provider of clinical transcription services, clinical documentation workflow solutions, advanced cloud-based Speech Understanding™ technology, and advanced unstructured data analytics. M*Modal was looking to increase online lead generation for their Fluency Direct and Catalyst lines of products as well as their transcription and coding services.

M*Modal was looking to generate qualified leads through online demand generation. inSegment was charged with the creation and management of a highly targeted Display Advertising campaign driving to a series of conversion oriented landing page environments.

Goals

- Generate leads for M*Modal products, particularly the Fluency Direct and the Catalyst product family
- Online demand generation for M*Modal services, including transcription and coding
- Tradeshow support including the creation of online promotional materials to generate interaction between the M*Modal website and live events

Execution

In the healthcare technology industry tradeshows and conferences are key networking and growth opportunities. Although face-to-face contact represents a large percentage of the leads generated from these events an increasing amount of online networking and discovery is occurring both before and after the tradeshows themselves. In order to maximize M*Modal's business development opportunities inSegment created campaigns targeted at event attendees. This enabled inSegment to generate interest and capture leads before, during and after events.

Initially, inSegment utilized the Google search and display network to promote M*Modal products and resources for lead generation. However, M*Modal's products and services fall into a highly competitive niche market and this made advertising via Google expensive. To maximize ROI and minimize cost, this program was expanded to include the LinkedIn display network. Advertising through LinkedIn enabled inSegment to concentrate display efforts on users with relevant job titles, skills and group membership.

inSegment Results:

Through these highly targeted campaigns inSegment has consistently generated high quality leads for M*Modal. In the first year, cost per lead was reduced by nearly 75% exponentially increasing program ROI. Since undertaking the online lead generation effort on behalf of M*Modal, inSegment has also generated conversion rates above 5%.



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With the constantly changing landscape of healthcare, everyone tells you they can help you:

- Manage Costs
- Increase productivity
- Improve care coordination

But M*Modal can help you do so much MORE than just that.

Come hear how M*Modal's enables you to find and deliver insights when you need them so you can MORE effectively:

- Comply with meaningful use
- Support Value-Based Purchasing and accountable Care
- Change reimbursement models
- Maximize EHR adoption

M*Modal's innovative integration of clinical documentation solutions, advanced speech recognition technologies and expert staff can aid your organization in adapting and improving patient care by enabling you to get MORE from your enterprise HIT systems than just data.

Optimize your ROI while improving data integrity.

By anticipating care needs you can give doctors back time in their day so they can spend MORE time with patients.

Happier doctors. Happier patients. Happier HIT leaders.

EXPECT MORE.

*"Being able to capture the patient's story accurately has a huge impact on patient care. So it is critical that we can capture as much depth and richness as possible. And M*Modal allows us to do that."* - Dan Fischman, MD

Lead physician and champion, Clinical Informatics projects, PinnacleHealth.



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