

# Precision Targeting in Home Infusion Billing & RCM

How a facilities technology provider could break into the Home Infusion and Specialty Pharmacy market, achieving **30% new business growth** in six months.

A CASE STUDY BY SPAN GLOBAL SERVICES

2,700+

Targeted Contacts

Curated across 800 sites and accounts

30%

New Business Growth

Within six months of engagement

800

Target Accounts

Multi-state and regional infusion providers



# Engagement at a Glance

## Industry

Home Infusion Pharmacies, Specialty Pharmacies, Integrated Health Systems, and PE-backed Infusion Platforms across the U.S.

## About the Client

A rapidly expanding facilities technology provider seeking targeted entry into the Home Infusion and Specialty Pharmacy market with specialized RCM and billing solutions.

## Technology Context

Organizations migrating to or operating on **Brightree, CPR+, and FrameworkLTC** were identified as strong indicators of RCM solution readiness.

# The Challenge

The home infusion and specialty pharmacy market is fragmented, operationally complex, and populated by organizations with highly specific billing needs. Generic contact lists could not surface the right organisations, identify change events, or map operational pain points that signal genuine RCM solution readiness. The client required **precision intelligence, not volume.**

## Identifying Decision-Makers

Reaching VP-level Revenue Cycle leaders, CFOs, and Directors of Billing required role-level accuracy that standard databases could not supply.

## Operational Complexity

Target organisations were navigating high drug acquisition costs, rising denial rates, and complex payer authorisation, all pain points that needed mapping before outreach.

## Invisible Buying Signals

Acquisitions, new branch openings, tech migrations, and leadership changes are strong signals, yet invisible without real-time intelligence and structured monitoring.

# Bridging the Data Gap

"To capture the attention of key decision-makers, our client needed a highly targeted strategy to cut through the noise and address the specific pain points of each organization, through our precision intelligence asset built for the home infusion market." - Span Global Services

Data Gap	Before the Engagement	After the Engagement
Decision-Maker Identification	❑ Generic titles, limited VP/C-suite reach	✓ VP Revenue Cycle, CFO, COO, Director roles mapped
Technology Context	❑ No visibility into platform migrations	✓ Brightree, CPR+ and FrameworkLTC migrations identified
Operational Pain Points	❑ No insight into denial rates or payer complexity	✓ High-complexity billing and denial-risk orgs flagged
Change Event Intelligence	❑ Acquisitions and leadership changes untracked	✓ M&A activity, new branches and role changes captured
Campaign Readiness	❑ Data required additional cleansing	✓ 2,700+ verified contacts delivered, ready day one

# What We Delivered

Span Global Services designed and executed a multi-pronged, data-driven outreach strategy across four core delivery dimensions, each purpose-built to close a specific gap in the client's market entry capability.

## Precision-Targeted Contact Dataset

2,700+ contacts across 800 accounts, built using multi-criteria selection: org type, revenue thresholds, ownership structure, and active change events.

## Role-Specific Messaging

Tailored communication for CFOs (revenue maximization), Revenue Cycle Managers (billing automation), and Directors of Pharmacy Operations (therapy-specific guidance).

## Operational & Technology Intelligence

Organizations migrating to Brightree, CPR+, and FrameworkLTC identified, with pain-point profiling covering drug costs, payer complexity, and denial trends.

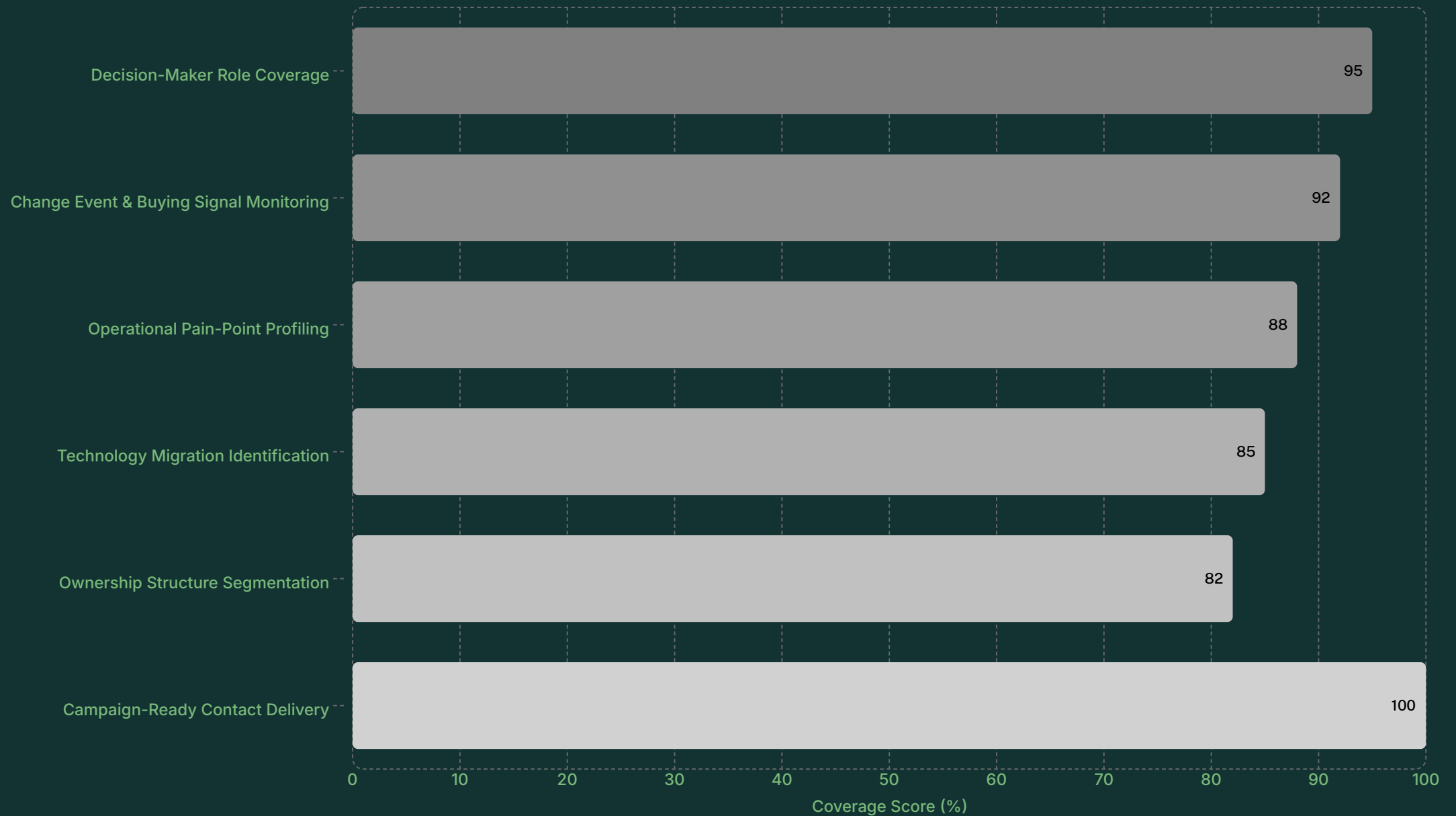
## Multi-Channel Conversion Strategy

Personalised email sequences, industry webinars, educational events, and free RCM consultations, creating multiple touchpoints to nurture leads to conversion.

# Targeting Intelligence Coverage

Span Global delivered verified intelligence across all key targeting dimensions, enabling campaign-ready outreach from day one.

Dimension



# Results That Moved the Needle

30%

New Business Growth

Within six months, driven by multi-location PE-backed deal conversions

2,700+

Verified Contacts

Delivered across 800 target sites and accounts, ready from day one

High

Engagement Quality

Positive feedback from CFOs and Revenue Cycle Managers on tailored messaging

## Focused Market Entry

Precision data replaced broad-market outreach with focused, operationally relevant engagement at the right organisations at the right time.

## Elevated Decision-Maker Engagement

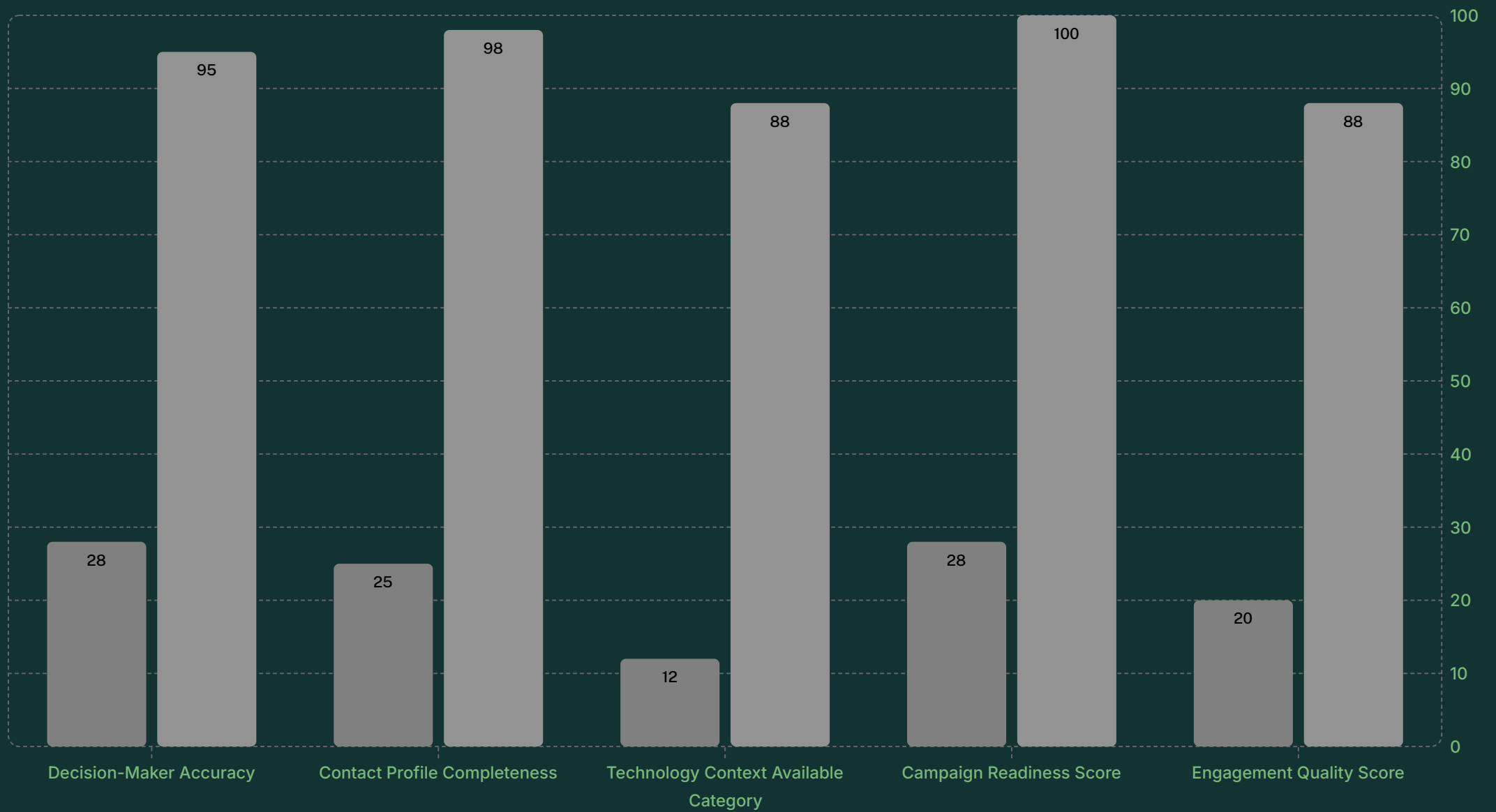
Role-specific messaging for CFOs, RCM Managers, and Directors of Pharmacy Operations improved response quality and accelerated pipeline development.

## Scalable Revenue Growth

Change-event intelligence, pain-point profiling, and technology context combined into a repeatable growth model securing multiple multi-location deals.

# Outreach Capability: Before vs. After

■ Before Span Global (%)   ■ After Span Global (%)



- VP & C-Suite Decision-Maker Profiles · 35%
- Technology & Platform Migration Intelligence · 25%
- Operational Pain-Point & Payer Mix Data · 20%
- Change Event & Buying Signal Records · 10%
- Ownership Structure & PE Segmentation · 10%

# Key Takeaways

## → Operational Pain-Point Intelligence Outperforms Generic Lists

Knowing an organization navigates high denial rates and complex payer authorization turns cold outreach into meaningful, contextual conversations.

## → Role-Level Messaging Drives Engagement Quality

CFOs respond to revenue maximisation. RCM Managers care about automation. Directors of Pharmacy Operations need therapy-specific guidance. One-size-fits-all bypasses decision-makers.

## → Change Events Are the Strongest Buying Signals

Acquisitions, tech migrations, and leadership transitions within a 6-12 month window reliably surface organizations actively evaluating RCM solutions.

## → Precision Data Translates Directly to Revenue Growth

A structured, intelligence-led approach with verified contacts, operational profiling, and role-specific messaging, generated a **30% increase in new business within six months.**

# Ready to Connect with the Right RCM Decision-Makers?

Span Global Services builds verified, operationally contextualised contact datasets tailored to your exact market, role, and regional requirements, delivering intelligence you can act on from day one.

"Our data solutions help organisations identify and connect with the right decision-makers in highly targeted markets. If your company is looking to improve data-driven sales and marketing effectiveness, let's talk."

- Span Global Services

## Healthcare Sector Data

Home infusion providers, specialty pharmacies, and integrated health systems.

## Technology Lists

Brightree, CPR+, FrameworkLTC, and other RCM platform users.

[Talk to Our Team](#)

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