

Case Study



Helping Graphnet target a select number of Healthcare organisations with an aligned sales and marketing approach.

The Challenge

NHS Chief Executive, Sir Simon Stephens, wrote to NHS leaders in mid-2020 specifying the need to have version 1 of a shared care solution in place by September 2021. In response to this, Graphnet, already leaders in fully integrated care software, engaged with durhamlane to generate opportunities and provide additional market intelligence with a target group of net new STPs/ICs.

How we helped

durhamlane used a blend of sales & marketing techniques over a three-month period to identify and connect with decision makers and build a web of influence within the STPs/ICs and the associated CCGs and Trusts. Out of 14 target organisations, durhamlane were able connect and generate insight from all. In addition, we converted six into sales-qualified leads (SQLs) - these are now either progressing through Graphnet's sales pipeline or are in the tender process.



The outcome for Graphnet:

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14 

Targeted Accounts

6 

Qualified Opportunities

43%

Conversion Rate



Added market insights



“We know a lot more than we did before we engaged with durhamlane. The insight from the team alongside strong opportunity creation has been excellent.”

- Mary Jones,
Head of Marketing



“The partnership with durhamlane has achieved exactly what I wanted it to and more.”

- James Ormonde,
Director of Business Development