

Case Study



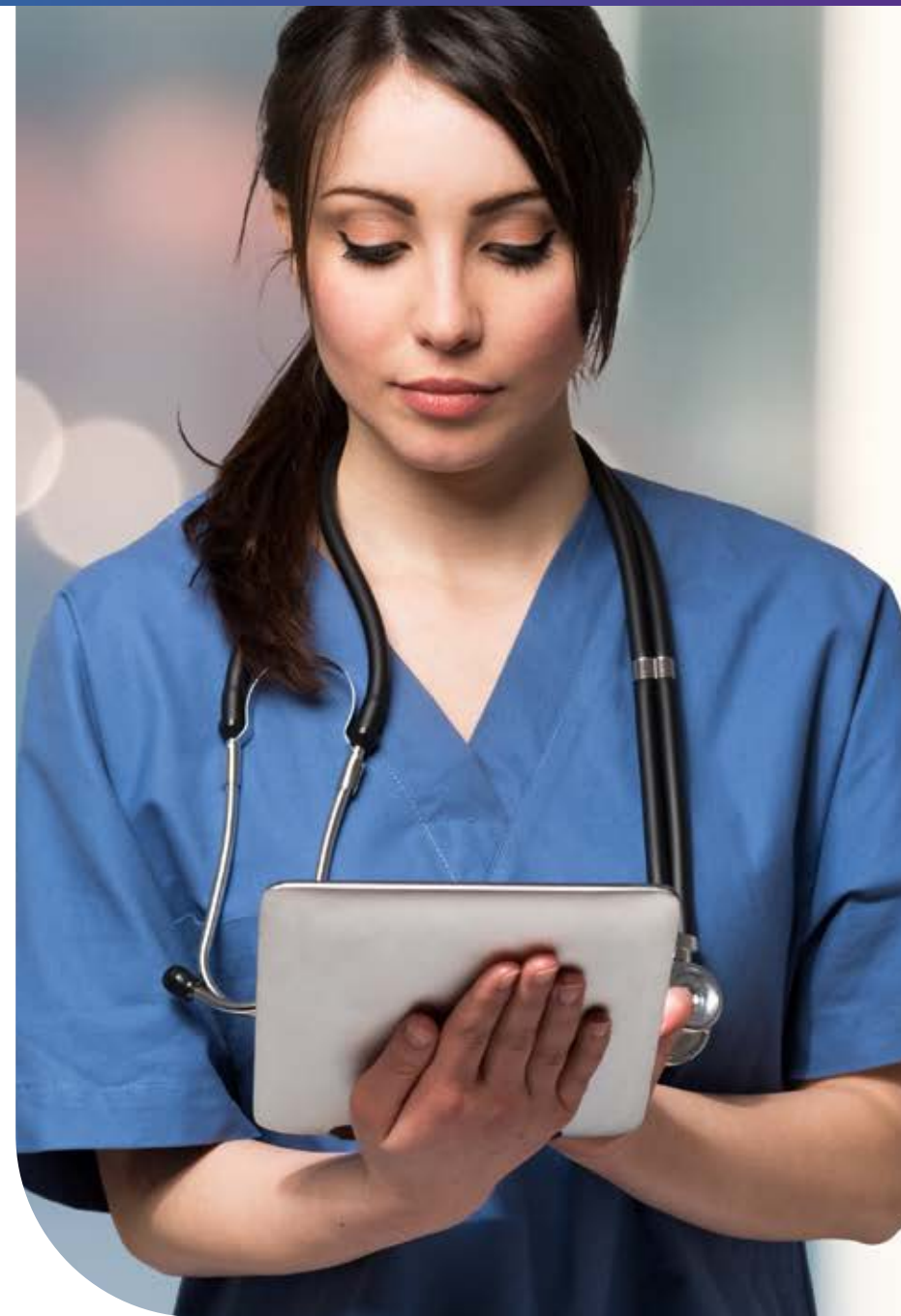
The Challenge

Clarity Informatics is a Healthcare technology service for Primary Care. They provide appraisal and revalidation toolkits, practice management software and author the NICE CKS guidelines.

Clarity Informatics had launched a new product aimed at the NHS and needed a go-to-market partner to help them rapidly build market share. They were looking to target GP practices and CCGs. However, these stakeholders are notoriously difficult to get in front of, especially given recent political and economic factors. Clarity's ambitions to scale quickly therefore posed some serious challenges.

How we helped

Using our Selling at a Higher Level methodology, which has a proven track record of helping customers penetrate new markets and grab market share quickly, durhamlane were able to identify the relevant decision makers, generate and nurture new opportunities and set up meetings and production demonstrations. This meant the Clarity team could focus on what they do best - showcasing their product to interested potential buyers. As a result of partnering with durhamlane, Clarity has seen an ROI of over 400%.



The outcome for Clarity Informatics:

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40 

Months worked
on project

215 

Sales Qualified
Opportunities (SQO)

£26k

Average deal
value

400%

Return on
investment

1 

SQO generated per 4
days worked (average)

1 

Sales graduate
trained (6 months)

NHS Organisations Targeted:



Federations



Clinical
Commissioning
Groups (CCGs)



GP Practices



Watch Video
Testimonial

"I would recommend durhamlane because of the quality of service they put in, specifically how much time they invest into understanding the products and services that we are selling."

– Tim Sewart, CEO