

Case Study | OMRON

Launching an innovative healthcare technology solution with a strategic outsourced sales campaign.

Omron Healthcare is a global market leader in the production of electronic medical devices for both home and professional use and has recently launched Hypertension Plus, their new remote patient monitoring system.

The Challenge

Working in partnership with the National Association of Primary Care (NAPC), Omron traditionally secured new contracts through referrals and had not done any proactive selling in the UK.

With little competition in the field of healthcare automation, this strategy worked well for their medical-grade technology sales, but a comprehensive go-to-market strategy was needed to support the launch of the company's latest software solution.





The Solution

After securing the partnership, we initially focused on building an effective outbound sales strategy to consistently engage with Omron's target market.

This involved testing fresh messaging across different communication channels in order to identify what resonates with our buyers.

Targeting busy healthcare professionals with very little time to spare for impromptu phone conversations caused our call connection rate to be unusually low. While we usually adopt a multichannel approach, in this case we decided to focus more heavily on email outreach.

This change in tactics allowed the team to secure more pre-booked discovery and qualification meetings with prospects, resulting in a connection rate of over 80% across the first three months of execution.

The Outcome for Omron Healthcare:

14



Months Worked on
the Project

2



Full-time
Resources

£5K

Average
Deal Size

84



Sales Qualified
Opportunities

£619,000

Overall
Pipeline Value



“durhamlane have really proven their value in supporting our customer pipeline development. Our salespeople and their full-time dedicated lead generation resources work hand-in-hand as a blended team. This creates a seamless transition between lead generation and sales. Over time the durhamlane team’s experience with our product has enabled them to work even further down the funnel, freeing our sales resources to work on the ‘close’. We’re impressed with the knowledge and dedication of the team, and the reaction from our potential customer leads has been really positive.”

- Paul Stevens, Digital Health Director

Our Sales Partnership Timeline:

