

## Goal

Recently acquired and ready to scale, RC engaged us to build an outbound SDR team to prospect into regional hospitals & clinics to support ambitious growth goals

## Approach

- We worked closely with the RC to identify regional hospitals & clinics in each state and understand key pain & value points for accounts.
- Leadlio assigned 2 SDRs
- Together, we developed their outbound, CRM, & Reporting processes

## Results (within 18 months)

- \$1.2m in ARR
- 21 deals closed
- 150+ meetings
- 10x ROI

**\$1.2m ARR**  
within 18  
months

In 1.5 years, we accomplished a lot with Leadlio. They helped us build not just our outbound process, but our sales process. With our 2 reps, we consistently booked 10-15 meetings / month & closed 21 contracts with new customers. It was a pleasure working with them.



**Drew Daum**  
CEO