

MedTel

CASE STUDY

Launching a new company with the help of
Staccato AutoPilot.

-Harold Mondschein, MedTel

Business Pain

We are a start-up so our primary focus was building brand awareness and lead generation. We didn't have an in-house sales team and needed to create more sales opportunities.

Almost more importantly, it forced us to shape our messaging at the outset and identify our value proposition and target audience. FRONTLINE was very helpful in developing and of course, executing, on that messaging.

Why We Chose Staccato

FRONTLINE Selling came highly recommended from a woman who worked with them previously and that certainly played a role in my final decision—referrals are hugely important. I also liked the team-aspect of having FRONTLINE as part of our “fabric” as we were initially rolling out. It was a great fit for what we needed and the structure of the communication was spot-on.

How Staccato has Helped Our Start-up:

There are two main benefits of using AutoPilot as a start-up: The greatest impact was effectively and efficiently launching our lead generation efforts so we could ramp up sales quickly.

Company: Medtel

Annual Revenue:
\$5.2 million

Industry: Healthcare

Staccato Product:
AutoPilot

FRONTLINE Selling

Point Corporate 6505 Shiloh Road
3rd Floor Alpharetta, GA 30005

frontlineselling.com
1-877-726-7871

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The FRONTLINE team was producing about three high-quality appointments a week, which exceeded my expectations. In fact, they were setting so many appointments that we needed to reduce the team's hours so we had more time to work on the accounts they brought in.

Initially, the appointments weren't always with the right people, but once we got better at targeting the titles we really needed to speak to with, things improved dramatically. That was just part of the learning process we had to go through together.

Click here
to learn more about
Staccato AutoPilot

Final thoughts: As a start-up looking to build our brand-awareness and our true value in the market-place, the Staccato methodology, along with the partnership with FRONTLINE, was very valuable in assisting us in our growth.

The only
comprehensive
solution that combines
software with a
proven methodology.

Since 2013, Medtel has been connecting surgical offices to their hospitals and providing them with the earliest opportunity to provide the clinical and financial risks of a procedure. As a result, we have helped hospitals and surgeons successfully administer value-based surgical tools to optimize an episode of care. At the time a surgeon determines surgery is needed, Medtel puts all key team members (including vendors, if needed) on the same page at the same time.

By closing communication gaps, our intuitive, cloud-based software improves: Cost-savings; Efficiency; Safety; and Compliance. Our customers believe it is Medtel's unique ability to identify challenges before they arise as critical to their success.

For more information, email or call Harold Mondschein.

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