



blueprint

Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC





About Blueprint

Blueprint is focused on making research easy to implement at scale with a platform that includes automated assessments, actionable clinical insights, and seamless reimbursement.

Blueprint's platform is built on top of decades of research supporting measurement-based care. Virtually every randomized controlled trial (RCT) has shown that measurement-based care improves patient outcomes and reduces the time-to-remission. The platform tracks patient progress and translates findings into personalized treatment decisions. Their reports are embedded with patient-specific insights derived from real-world evidence to empower clinicians with the necessary data to improve patient care.



Danny Freed

Founder and CEO

Industry

Hospital & Health Care

Website

blueprint-health.com

Challenges and Scope

ICP: Heads and Directors of private psychiatry practices that serve primarily commercially-insured patients.

Product: Mobile assessment tool for mental health clinicians to practice measurement-based care.

CIENCE Technologies coordinates the lead generation efforts for Blueprint. After researching appropriate clients, they conduct cold, outbound marketing campaigns.

Why CIENCE

“CIENCE has been a great tool for us to quickly scale up our sales and marketing efforts as an early-stage startup!” – Blueprint.

In November 2019, Blueprint consulted CIENCE for help with its outbound email efforts, as well as lead generation, for prospective clients who would be a good fit for their mobile assessment tool for mental health and measurement-based care.

Blueprint chose CIENCE for its reputation as a high-ranking lead gen and call center service (the #1 Global Leader among B2B marketing firms, according to Clutch).

RESULTS

“They’ve helped us sign a bunch of new customers in the first 6 months,” wrote Blueprint.





CIENCE pattern-matched Blueprint's ideal customer profile (ICP) and generated compatible leads lists within those parameters. They then designed several multi-channel campaigns to boost prospect conversions within that audience. Throughout each campaign, CIENCE delivered detailed reports and adjusted outbound strategy as needed.

According to Blueprint, CIENCE's efforts proved to be successful at generating viable leads and ultimately converting them into clients.

CIENCE's Evaluation

Overall Score		★ ★ ★ ★ ★
Scheduling		★ ★ ★ ★ ★
Cost		★ ★ ★ ★ ★
Quality		★ ★ ★ ★ ★
NPS		★ ★ ★ ★ ★



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