

Case Study: PMMC



Challenges

When they first approached FRONTLINE Selling, PMMC had a clear list of objectives they needed to meet:

- Improve payment accuracy, price transparency, and contract management.
- Pinpoint opportunities to save revenue through our consulting and software.
- Help hospitals catch underpayment and denials as well as manage payments.

Background: PMMC provides revenue cycle software and services to over 450 healthcare providers across the nation. They required a specialized team for marketing and to bring in sales development representatives to support their expanding business.



Results

After purchasing the software and hiring a new representative, they were able to secure nine meetings, or Meaningful Interactions, in the first two months. By the end of the first quarter, the new representative had executed 27 MIs and contacted 17 healthcare systems in their target market. His appointments translated to \$1.7 million in their sales pipeline.

Nearing the end of the second full quarter, they are on track to identify about 30 sales leads, and the same rep has already generated \$1.2 million in additional pipeline growth.

“ FRONTLINE has brought true business rhythm to PMMC’s buyer engagement strategy. It allows our Sales team to deliver our unique insight to stakeholders in the organizations that matter most. ”

- Fred Sheffield, Chief Revenue Officer



27 MIs

Executed in the first quarter



\$1.7M

In their Q1 sales pipeline



\$1.2M

Additional pipeline growth for Q2