



# How RSW/US Helped a Full-service Midwestern Firm Re-enter the Hospital Market to Win a 7-Figure Assignment and Secure an AOR Relationship



CASE STUDY



## Agency Profile

Full-service Midwestern firm

Located in Illinois

Expertise in Healthcare, Agriculture, Animal Health, Higher Education



## Prospect Profile

This client has acquired half a dozen pieces of new business across several sectors.

The most recent win is Northwestern Health.

# The Challenge

- Prior to engaging RSW/US, the agency pursued new business by way of a committee that met once a month to discuss progress and plans.
- However, with members having other responsibilities within the agency the new business task was never given true priority status.
- Additionally, staff turnover created “holes” in the new business committee, which meant that new business methodology, outreach consistency and follow-up were lacking.

# The Process

Every RSW/US Program Contains:



### Value-Driven Prospecting

Each client has a tenured New Business Director (NBD) with 15-20 years' experience in sales and marketing. Ongoing, value-based, and consistent exposure to prospects is part of every program



### Database Development

We are firm believers in combining human intelligence with technology to build lists – one company at a time and one prospect at a time. We meticulously and strategically develop each list.



### Tech Stack

Our tech stack is an integral part of every client program, from database creation to ongoing prospecting efforts. We pride ourselves in ongoing reviews of current technologies/platforms.



### Ongoing Content

Our MarCom team audits client content assets prior to program start, and make recommendations for additional content ideas they would like to see developed, working with your team to implement those ideas.



### Multi-platform Prospecting

We know successful programs must include multiple mediums used in concert with each other, including phone, email, social media, direct mail and technology in order to break through effectively.

# The Path To Success

With the resources RSW/US brings to the new business process, our New Business Directors (NBDs) and the Operations team consistently receive timely news of industry mergers and acquisitions as well as key personnel changes. By being tuned into current moves within the agency's target sectors, the NBD saw an announcement about the appointment of a new CMO at a major hospital system she was prospecting.

In the weeks prior to the announcement, the NBD had successfully built a relationship with the Marketing Manager and the department's Administrative Assistant. When she saw the appointment of the new CMO, she asked: "How do we get in?" The Admin provided clear insight and proactive assistance that helped enable a connection with the CMO. The key to this support from within the hospital's marketing department was the rapport the NBD developed with all staff she spoke with over a period of time.

On average,  
an agency  
new business  
director lasts  
18 months.

RSW new  
business  
directors have  
an average  
tenure of 8  
years.



In an auspicious return to the hospital market for the agency, Northwestern Health named them **AOR with an initial assignment valued at \$1.5 Million.**

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***RSW/US is an outsourced agency lead generation and new business development firm that works exclusively with marketing service companies to find and win new business.***

***We help agencies by better positioning them in the market, finding qualified leads, setting meetings and helping move them closer to close.***

**RSW/US**  
New Business Solutions for Marketing Agencies

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