

Source Medical uses MassMailer to be more responsive and better serve their clients

BACKGROUND / CHALLENGE

For over 40 years, [Source Medical](#) has been a leading nationwide healthcare recruitment firm for a physician, mid-level specialties and primary care. They have hospitals and medical groups as clients and maintain a database of physicians and medical personnel candidates with detailed information regarding credentials, preferences, and other qualifying information.

Key to the business is notifying candidates of newly available positions in a timely manner. In the past, they used a non-cloud home-grown system which was cumbersome and time-consuming. It was also unable to track emails and the company was ending up on spam lists.

SOLUTION

In 2013 they decided to upgrade their technology and got Salesforce but immediately discovered that daily email limitations made it unsuitable to properly support their business. Doing a quick search for a solution, they found MassMailer and implemented it.

BENEFITS

They are now able to send out an email blast to appropriate candidates within 5 mins of receiving a new opening or position from one of their clients greatly improving the responsiveness for their clients.

They also closely monitor opens, clicks, SPAM, and unsubscribes which are automatically updated in Salesforce which is a big time saver and helps maintain integrity with their candidates.

They are now looking to leverage MassMailer to help with marketing activities to grow their client base of hospitals and medical groups.