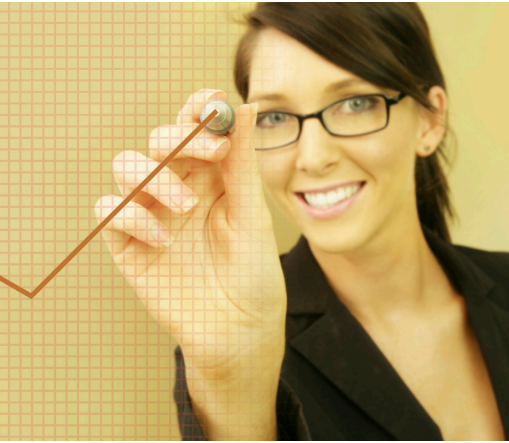


Lead Generation Services for Healthcare Technology Providers



ABOUT GOOD LEADS

Good Leads provides outsourced lead generation and business development services for mid- to large-size enterprises. With a proven set of best practices and sales and marketing expertise, Good Leads delivers cost-effective, flexible solutions to generate a guaranteed number of quality-assured leads. Over 300 companies across a variety of industries rely on Good Leads to build their brand awareness, fill their sales pipeline, and satisfy their market-facing needs.

In a recent business development project for one of the world's largest IT management software companies, Good Leads booked 20 C-level executive appointments on Wall Street in one month. In the web content management software vertical, Good Leads produces 200 individual web based meetings per month for one active client alone!

CHANGING COMPETITIVE LANDSCAPE

Globalization has increased competition, while access to more information has created better educated consumers and more segmented markets. Getting a differentiated message to discerning buyers and generating sales is more challenging than ever. As a result, enterprise businesses are turning to sales and marketing specialists for help.

THE LEAD GENERATION EXPERTS

Many mid- to large-size companies select Good Leads® for lead generation and business development services domestically and abroad. Companies leverage Good Leads' demand creation experts to augment in-house resources to increase sales and to foster stronger brands. Good Leads cost-effectively builds sales pipelines, while the client's sales staff closes sales.

QUALITY LEADS IN QUANTITY—GOOD LEADS GUARANTEED

Good Leads differs from traditional lead generation and telemarketing firms who tend to clog sales pipelines with low-level, unqualified prospects. With its seasoned business development specialists, Good Leads offers unique assurances:

- ONLY Good Leads guarantees a minimum number of leads for a campaign.
- ONLY Good Leads warrants lead quality to client's criteria.

BOUTIQUE SERVICES WITH A GLOBAL REACH

Good Leads' professional sales and marketing team implement proven techniques and methodologies to generate qualified leads, executive appointments, contact lists, event registrations, market opportunities, brand

awareness, and customer loyalty. With experience working with a wide range of clients, Good Leads can quickly scale services to match the project needs of even the largest enterprises.

Good Leads' business development and lead generation services include:

SALES SERVICES

Contact Builder™ – With every project, Good Leads builds and maintains an up-to-date prospect list with current contact information.

Prospect Builder® – Good Leads makes daily calls to generate qualified leads, while the client's sales staff focuses on closing sales.

Loyalty Builder™ – In addition to outbound services, Good Leads can handle inbound inquiries from prospects and customers—whether from calls, websites, emails, or live chats.

MARKETING SERVICES

Market Builder™ – Good Leads helps validate new market opportunities by providing timely feedback about potential buyers and the competitive landscape, enabling clients to hone products, services, marketing messages and plans, and overall business strategy during the course of a campaign.

Attendee Builder™ – Good Leads maximizes attendance at webinars, seminars, tradeshow, user group meetings, and other events.

Other services include program design, messaging, list sourcing, ongoing reporting, and project management. Services are tailored to specific client needs.