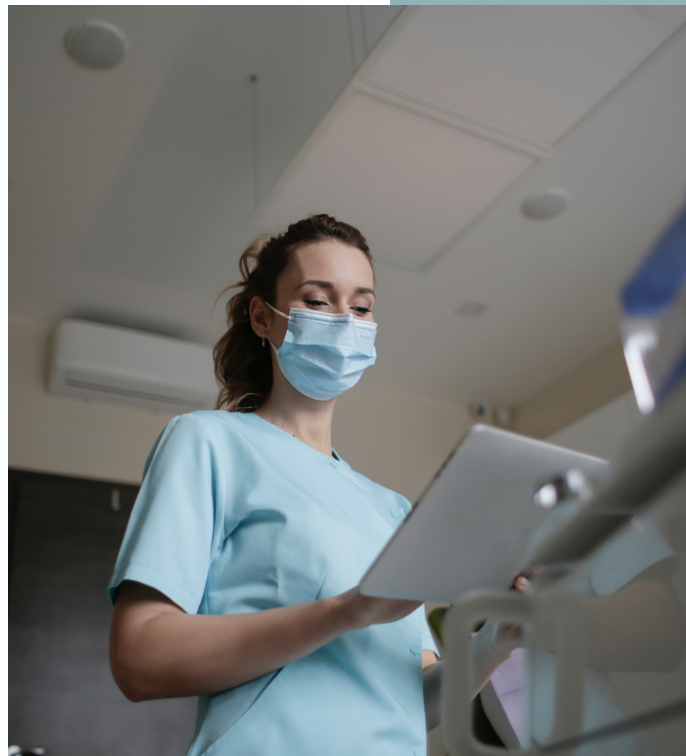




**FULCRUM SALES AND
MARKETING, LLC**

YPS ANESTHESIA CASE STUDY

Make the right decision for your
company's needs





OBJECTIVES


YPS Anesthesia is a managed anesthesia service provider for hospitals and ambulatory surgery centers eager to grow and obtain more market-share and growth.


SOLUTION

Fulcrum's team worked with the YPS team to co-create a prospect engagement strategy that identified, qualified and engaged hospital administration across regions of interest.

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Leads Identified

661 net new targets identified and worked

Sales Opps Generated

10 decision-makers engaged

Revenue Secured

\$1.5M in new revenue for a +200% ROI