Recruiting and Referral-Focused Data
What It Is and Why It Matters

Sabal Strategy is committed to providing the highest level of accuracy possible in the data we provide to our customers. Our data partners range from major national compilers to specialty and managed list providers. Collectively, we believe when the data is more accurate, our customers see a higher return on their investment (ROI). And better ROI leads to greater customer satisfaction, higher customer retention, and more loyal customers.

The Right Audience

Finding the right audience is the key to success whether you're recruiting or seeking referrals. But when you rely on data from Sabal Strategy, we have access to the niche databases that can deliver the specific audience you need.

Smarter Recruitment

Imagine the power of being able to target the right healthcare or senior living individuals when you're recruiting. Instead of wasting marketing dollars on a general audience and unqualified applicants, you can tailor your message to segmented audiences who match your ideal target. Think about the power of a recruiting campaign for CNAs or specialized nursing caregivers delivered to those with the right background and experience at their home address. With recruiting-focused data lists, you can do exactly that. And all of the data is HIPPA compliant.

We can develop a customized list with a focus on specific professional titles to segment your audience. For example:
- Doctors by specialty
- Nurses by specialty (home or office address
- Home healthcare workers

Smarter Referrals

We understand the value in providing the right resources to families and prospective residents when they need one. We also know that sometimes you need to get your message in front of the right audience about the services you offer. That's when a referral data list from Sabal Strategy can make all the difference. Referral-focused data gives you the ability to target specific people by

providing their professional business address, phones and email addresses. For your custom referral campaign, we can segment your audience based on professional titles such as:

- Churches and religious organizations
- Doctors by specialty
- Estate and family lawyers
- Financial planners
- Hospital titles
- Social workers

DATA COMPILATION AND DELIVERABILITY

These recruiting and referral-focused data lists are compiled either at the individual professional level using state license and online directories or at the business / institutional level. This approach offers better coverage and quality over traditional B2B databases such as D&B. Our entire database is continuously updated with new, proprietary data sources to ensure completeness and "selectability." Furthermore, these databases are standardized, using proprietary USPS processing on a monthly basis. This includes passing the database through the National Change of Address (NOCA®) database, Locatable Address Conversion System (LACSLink®) and Coding Accuracy Support System (CASS®). This helps to ensure the highest level of deliverability for our clients.