

CUSTOMER STORY

Able Medico

1 year with Constant Contact | ablemedico.com.au

Mark and Theresa Grahame co-founded Able Medico in 2014 to help international medical specialists navigate Australian licensing and migration. As the business grew to serve over 600 doctors, Mark realised Able Medico had outgrown their spreadsheet-driven approach to contact management and needed a better way.

About the company

Able Medico is a Brisbane-based specialist practice that guides overseas-trained medical professionals through the process of obtaining Australian licensing and medical registration. Founded in 2014, the company operates entirely virtually with team members across Brisbane, Melbourne, and London and serves doctors from every corner of the world.

The Able Medico team manages the full migration and college assessment journey for each doctor, from initial enquiry through to placement with a hospital group or medical imaging practice. Their clients range from general surgeons and anaesthetists to radiologists and cardiologists and everything in between.

Goals

Before Constant Contact, Able Medico's entire contact management database was stored and managed within spreadsheets. Whenever Mark needed to send a targeted update to a specific group of practitioners, he had to manually search, filter, and export data before sending a single email.

"It was probably the most inefficient part of our practice," Mark says. The manual process made it impossible to track engagement or automate follow-up, and it became far too easy for contacts to slip through the cracks.



Solutions

Mark needed a platform that could serve as a single source of truth for over 600 contacts while also providing segmentation, automated milestone communications, and real-time engagement data. He found what he was looking for in Constant Contact.

From spreadsheet chaos to a single source of truth

The first thing Mark did after adopting Constant Contact was import his whole database, tagging contacts by specialty, status, and practice affiliation. What had previously required a manual hunt through multiple spreadsheets could now be done in seconds.

"Now it's great because I can just go in and tag, tag, tag, tag. That's my list," Mark says. "I can send an email to all radiologists who are fellows and not in the target practice. We really didn't have that easily before."

With his database organised, Mark was able to build a structured automated email series he calls KM1 through KM4. Each numbered campaign corresponds to a stage in the doctor's licensing journey. When a new doctor makes contact, Mark adds them to KM1, a welcome sequence that explains the process and presents the four pathways forward. From there, the system takes over.

Engagement that proves the model works

The results of Mark's segmented, automated approach speak for themselves. Able Medico achieves an 86% average open rate and a 29% click-through rate — extraordinary numbers that reflect how relevant and timely the communications are for each recipient.

"We track everything," Mark says. "With the free introduction we give to doctors, we probably get a 65 to 70% hit rate. Then about four weeks later, we send KM2. And if they've engaged but haven't taken up a paid option, we go again with why they should consider one of the options."

Doctors who don't convert are tagged differently and held in the database, ready to be re-engaged at the right moment. Nothing falls through the cracks.

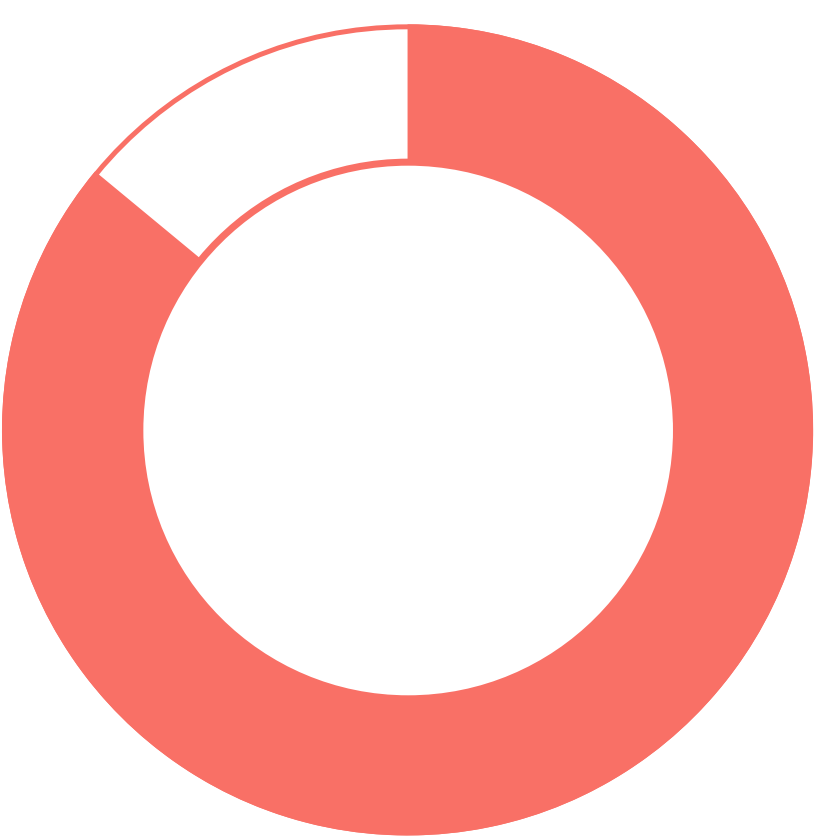
Results

Since adopting Constant Contact, Able Medico has transformed what was once the most inefficient part of the business into a streamlined, automated engine that scales with the team, without adding headcount.

"The apps we've got have allowed us to minimise the number of people we need in the business because it's very productive," says Mark.

Most importantly, the platform has given Mark the freedom he set out to achieve when he founded Able Medico. He runs his global virtual practice from wherever his road bike takes him (including a three-month cycling trip through the Italian Dolomites this year), confident the communications keep flowing.

"We can run our business from wherever we are in the world," Mark says. "We are absolutely blessed."



86%
average email open rate — more than 4x the industry average



29%
click-through rate across milestone email sequences

Learn more about Constant Contact

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Constant Contact has helped us enormously. I can just go in and tag contacts to create my lists. We really didn’t have that easily before.

Constant Contact features



Branded email templates



List segmentation



Email automation



Email campaigns



Reporting & analytics