

THE ANATOMY OF A HIGH-PERFORMING HEALTHCARE ABM PROGRAM

(& Prioritizing Your Greatest Potential Accounts)

A successful Account-Based Marketing (ABM) program is built on strategy, structure, precision, and ruthless alignment across marketing, sales, and leadership. It's not about scaling, but about expanding where successful.

Below are the components of a well-engineered ABM program, especially suited for complex and highly regulated industries like healthcare, where nuance and credibility are everything.



LET'S BUILD THE MISSING PIECES TOGETHER.

Learn more at www.redhousehealthcare.com or contact us at consulting@redhouseusa.com or 770.475.2103