

# Lyra Health Leverages Sales Navigator to Develop Deep Personal Connections



Location: Burlingame, CA | No. of Employees: 1,500 | Industry: Health Care



“As the Partnerships Director at Lyra Health, my goal is to have meaningful, personalized conversations that matter. Sales Navigator has helped me ensure that the conversations that I’m having are personalized, yet also human and meaningful. And ultimately what that leads to is better care for their people, healthier lives and healthier relationships.”

**Jeff Hawkes**  
Partnerships Director, Lyra Health



## Challenge

**Bringing a passion for workforce mental health care to the global stage**

- Burlingame, CA-based Lyra Health is committed to transforming access to life-changing mental health care. “Mental health care is vital for people and for companies,” shares Brianna Lewke, Director of Go-to-Market Enablement, “Mentally healthy people are going to be happy, productive, and feel more supported.”
- 2020 revealed the huge need for mental health care services across the globe. Lyra Health stepped in to help as many people as possible, starting with an ambitious growth initiative.
- At the onset of this growth period, Lyra Health had a very small sales team. Leadership knew that growing their tech stack strategically was vital to support their business goals.
- Most importantly, Lyra Health needed to find technology that supported their connection-centered approach to doing business. Lewke shares, “What we were looking at in terms of tech stack to enable the growth of our business and the success of our team was best-in-class partners. We call our salespeople ‘Partnership Directors’ because we partner with other organizations. And that’s the same thing that we look for in the tools and services we use.”



## Solution

### A strategic tool that enables human connection

- LinkedIn Sales Navigator delivered the insights and integrations Lyra Health needed to dedicate their sales, which they call Partnerships, teams' time toward making those vital human connections.
- “Mental health is a very human thing to sell,” explains Jeff Hawkes, Partnerships Director at Lyra Health. “LinkedIn Sales Navigator breaks down the barriers that historically have existed between the seller and their prospect. I feel like I can reach out and speak to a human being in a more connected way that the old methodologies of cold calling and cold emailing didn't offer.”
- Lewke explains how Lyra Health has been able to weather the monumental changes that come with rapid growth. “Today, more than ever, we are all getting pulled in so many different directions. Sales Navigator helps our sellers cut through the noise and really focus on the insights that they need to give to prospects, and to have those important conversations.”



## Results

### Optimized connections, made personal

- One of Lyra Health's values is “follow the science”, which they embed both in the services they offer and in the tools they use. LinkedIn Sales Navigator offers trusted metrics that have enabled them to know they are making the right connections. Lewke has seen the impact this has had on their sales team's ability to deliver premium service across the globe: “Using LinkedIn Sales Navigator helps us have a single source of truth that we can rely on with the most up-to-date and accurate data, so our sales team can go out there and sell strategically and spend their time having conversations with the right people.”
- Hawkes shares his experience with improved account prioritization and relationship-building using Sales Navigator: “Having conversations about mental health can be extremely difficult. What I've really appreciated about Sales Navigator is that it connects us prior to the first call by putting a face to the email I send. That provides an introduction before we're even on the call, so that we don't start off as strangers. I feel like we come in with a level of trust that wouldn't be there without what LinkedIn provides.”
- By making those informed connections with the right people at the right moment, Lyra Health saw incredible returns. Hawkes shares more about the success Lyra Health has seen using Sales Navigator: “LinkedIn Sales Navigator has been critical to the way that Lyra Health has penetrated the market.”

## Real-Time Data and Insights

- Company insights through LinkedIn Sales Navigator allowed the Lyra Health Partnerships Team to make major inroads into uncharted territories, broadening the reach of their services. Hawkes explains, “Breaking into a new industry can be really challenging, especially when you don’t have any established contacts. Being able to leverage Sales Navigator’s filtering tools to dive deep into the leadership structure of organizations and find the right people to connect with has made all the difference in the world.”
- “We are a people-centered organization that runs on data,” explains Lewke. “Data is the foundation of everything we do, from our evidence-based approach to care all the way to the KPIs that we measure on the sales team. Finding a partner that excels at “following the science” gives us really good alignment so we can see what’s working, what’s not, and how we can help our salespeople spend their time more strategically.”

## Leveraging the CRM Integration

- Hawkes shares how Lyra Health has optimized their CRM performance by integrating Sales Navigator and Salesforce: “Through this integration, Sales Navigator automatically creates lists and saves contact and lead lists. It’s an incredible time saver for myself and my team to be able to log in and have those auto-generated lead lists there, constantly being updated in the background.”
- This powerful CRM integration improves performance for teams across Lyra Health. Lewke explains, “We have multiple groups working together on expanding the reach of our service. We use LinkedIn Sales Navigator to prospect, build out lead lists, and to track thought leaders as they may shift from organization to organization.”
- “Leveraging CRM sync with Sales Navigator creates major efficiencies for me as a rep” continues Hawkes, “All of my data is in one place, and the opportunities are all connected in one centralized location, at one time.”



“LinkedIn Sales Navigator has been critical to the way that Lyra Health has penetrated the market. Only a couple of years ago, we were at a million lives covered. Today, we’re at over 10 million lives covered globally, and growing every single day. That just wouldn’t have been possible without tools like LinkedIn Sales Navigator.”

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Partnerships Director, Lyra Health