

Case Study | Healthcare

SUSTAINABLE AND STREAMLINED EXPANSION



CHALLENGE

The client, a major healthcare organization and the largest not-for-profit healthcare system in Texas, consists of 48 hospitals and more than 900 patient care sites.

Having multiple locations, and more than 6,000 active physicians and 40,000 employees, created a major liability for print and mailing errors. The client struggled with overseeing branded communications, while simultaneously enabling individual users to manage local efforts on behalf of specific locations.

Because the healthcare industry must adhere to compliance regulations, legal review for company-branded communications — at any level — could take up to two weeks. Marketing managers and directors have limited time on their hands, so the client needed a streamlined, efficient process in order to increase their speed-to-market and remain on the front-line of the fast-paced industry as their size and efforts expanded.



STRATEGY

In 2009, the client joined forces with Xpressdocs, a leading provider of direct marketing solutions. Xpressdocs first implemented an on-demand portal which provided access to branded templates already approved by the client's legal department.

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By doing so, a user — including marketing directors, corporate designers, advertising agencies, service line directors, and others — could simply make any necessary change or customization within their branded portal, and then submit the piece for printing.

Xpressdocs also appointed a dedicated account manager to continually help manage and stay on top of the client's print jobs and custom projects.



RESULTS

Static and variable branded templates allowed corporate and branch users to quickly access, modify, and review recurring communication pieces. Because Xpressdocs ensured orders are fulfilled within 24 business hours, their projects' turnaround time reduced from weeks to a day.

Since partnering with Xpressdocs, the client's marketing efforts have expanded to include multiple print and mailable products, along with increased personalization. Xpressdocs' variable data printing capabilities help the client position their individual locations as the convenient choice for targeted audiences.

As the client and their needs expand, Xpressdocs will continue providing them cutting-edge marketing solutions at industry-leading speed.

TARGETED DIRECT MAIL IMPACT

A direct mail piece distributed with the directions, minutes, and miles from the recipient's home to a new ER facility garnered

**OVER AN 8%
RESPONSE RATE**

— that's

**8X MORE
THAN AVERAGE**

industry standards.



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