

Case Study | Healthcare

Increasing Scalability and Savings



Challenge

The client, a Medicare-Certified home health care agency founded in 1998, has completed several acquisitions since its inception. Today the client is comprised of more than 200 home health, pediatric, and hospice branches across the United States, and serves over 30,000 patients every day.

As their user base got larger and more widespread, the challenge to scale their marketing — along with keeping costs down — intensified.

Additionally, there was a strong need for customization options and a lower per item price since volume needs would continue to increase.



Strategy

the client joined forces with Xpressdocs, a leading provider of on-demand marketing solutions, to help alleviate their growing pains. Xpressdocs first implemented an on-demand portal with sophisticated customization options. Xpressdocs also created a tier 1 support program to care for the growing number of individual users placing unique orders online.

Xpressdocs appointed a dedicated account manager to continually customize the client's on-demand products and programs, create new efficiencies, and identify cost-saving opportunities.



Results

In order to scale one of the on-demand solutions without risking quality and brand consistency, Xpressdocs' PreMedia team developed regional templates to alleviate the need for regular updates when local contact information changed. Doing so saved time and costs for both the client and Xpressdocs, ultimately strengthening their win-win relationship.

Xpressdocs transitioned the client's patient education booklets from one-off orders as needed to quarterly bulk orders, ultimately saving them an additional \$30,089.

There was a compounded annual growth rate (CAGR) of 21% in orders from their users.

By working with Xpressdocs, the client is able to deliver quality care to not only their patients, but their employees as well.

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PATIENT HANDBOOK IMPACT

Order usage for patient handbooks **increased by 46.8%**. By adjusting the physical format of the product — from binder to perfect bound book — the client **saved an estimated \$303,753** that year.



46.8%

\$300K+



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