

## Case Study

# Multi-Location Healthcare



A leading U.S. healthcare provider



Location Count:



Cares for 18,000+ patients daily

→ 150+ locations nationwide

→ 3 national call centers

## About the organization:

A national healthcare organization and its 12,000 passionate employees deliver high quality and compassionate care with zero room for delays or errors in communication.

## Business challenges and strategy:

Administrators needed an efficient asset and collateral ordering technology for their team and insights into their print spend to maximize budgets. They lost valuable time navigating separate sites to order forms, patient material, marketing resources, and other business-critical assets.

Leaders at the local management level had limited visibility into local spending or potential savings. As a healthcare organization, they also faced the challenges of responding quickly to regulatory changes.

They needed a solution that allowed them to communicate changes in a centralized location and swiftly change marketing materials, informational content, and required forms while balancing the need to minimize stock waste. The materials also needed to be easily accessible, enabling the organization to arm referring physicians, families, and caretakers with 365/24/7 access to patient care information.

As they sought the right combination of technology, scale, and expertise in the marketing supply chain, the organization chose OneTouchPoint's technology-driven solution over a longtime vendor.

## KEY OBJECTIVES:

- Provide easy, online 24/7 access, for approved users to access approved marketing & legal asset library.
- Single sign-on access to their 400+ users
- Reporting capabilities for spend and ordering.

## CURRENT RESULTS



**24/7/365 access to critical documents**



Cost-effective print & inventory management



Streamlined processes



Simplified operations



Regulatory & corporate alignment



Centralized brand management

*"As an industry leader in healthcare services, we needed a partner that had the platforms and the customer service that we were looking for. I'm happy to say that OneTouchPoint has delivered."*

**CHIEF MARKETING OFFICER, MULTI-LOCATION HEALTHCARE ORGANIZATION**



## Strategy, Goals and Results

To ensure minimal business disruption from the transition of their previous vendor, OneTouchPoint quickly stepped in and, over a single weekend, assumed responsibility for the critical aspects of 47 programs and three call centers. OneTouchPoint staff were on site to ensure a seamless transition and even dispatched trucks to retrieve material left with the previous provider.

The partnership quickly uncovered ways to trim costs by implementing a U.Connect self-service portal providing the ability to share regulatory updates 24/7, enabling brand control across the organization, and streamlining ordering, print production, and distribution of materials company wide, all while helping ensure regulatory compliance. With OneTouchPoint’s help, the organization’s leaders gained access to new insight into what was ordered, where, and how much it cost.

Using OneTouchPoint’s reporting capabilities and leveraging the team’s expertise, multiple unnecessarily expedited orders were identified, resulting in unnecessarily increased shipping costs. Recognizing the issues, the team recommended adding an automated approval flow for two-day delivery, which helped lower shipping costs substantially. Additionally, print-on-demand services soon reduced the price of small orders, such as time-sensitive material and literature printed in languages spoken by few patients.

Throughout their long-standing relationship, OneTouchPoint maintains constant communication with the healthcare organization and exceeds customer service expectations, whether by returning calls within hours or hand-delivering material to facilities without a loading dock. OTP continually meets its KPIs in annual reviews and continues to identify gained efficiencies.

### AS A SOLUTIONS PARTNER:

Annual support numbers



### SHORT-TERM GOALS:

- Centralized brand management to ensure brand consistency, compliance & quality
- Asset management and access for approved user groups
- Single sign-on for all users
- Monitor spend & order through monthly actionable reports

### LONG-TERM GOALS:

- Reliable quality for all information provided to patients and healthcare providers

## Technology Solutions Implemented

- U.Connect – TCMA Platform
  - Digital Asset Management
  - Brand Management module
  - Custom Integrations
- Print Services
  - Lithographic Printing
  - Digital-on-Demand
  - Variable Print
- Managed Services
  - Inventory Management
  - Mailing Services
  - Warehousing Services
- Order Management & Fulfillment
  - Fulfillment Services
- BI & Reporting