Case Study

Multi-Location Healthcare Provider Streamlines Marketing Operations

Healthcare

Overview.

A leading U.S.-based healthcare organization with over 150 locations and 12,000 employees faced challenges in managing marketing assets, regulatory compliance, and print spend. Partnering with OneTouchPoint, they seamlessly transitioned from their previous vendor to a centralized asset management platform that improved operational efficiency, reduced costs, and ensured consistent brand management. Through expert implementation and continued collaboration, OneTouchPoint significantly enhanced the organization's marketing supply chain, enabling them to focus on patient care while addressing operational needs.

"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."

- CMO at Leading Healthcare Provider

About the Organization.

The healthcare organization in focus is a national leader, contributing to the health and well-being of more than 18,000 patients daily. With over 150 locations and three call centers, their vast operations require precise coordination and uncompromised communication. This complexity was underscored by their need to manage marketing assets, operational materials, and regulatory updates effectively, ensuring compliance and accessibility across all sites. However, their existing tools lacked the functionality needed for efficiency and scalability, prompting the search for a new partner.

Current Results.

- ✓ Streamlined operations
- ✓ Regulatory alignment
- ✓ Cost savings
- ✓ Improved access for staff

Business Challenges.

The organization confronted several challenges prior to working with OneTouchPoint, including:

✓ **Disjointed Systems:** Administrators were forced to manage marketing materials, forms, and operational assets across multiple platforms, leading to inefficiencies and wasted time.

✓ **Limited Visibility:** Local management lacked insight into spending patterns and opportunities for savings.

✓ **Regulatory Compliance Pressure:** The fast-paced healthcare industry demanded frequent content updates to meet regulatory requirements, but the existing process delayed distribution.

✓ **Stock Waste:** Inefficient inventory management led to overstocking or unnecessary printing, resulting in wasted resources.

✓ **Access Issues:** Employees, physicians, and caretakers struggled to access critical documents, disrupting service continuity.

To grow and maintain their leadership, they needed a comprehensive solution that enabled centralized control, seamless operations, and compliance across all locations.

Strategy & Solutions.

Recognizing the organization's unique needs, OneTouchPoint implemented a multifaceted, technology-driven strategy centered around its OTP One platform.

✓ **Seamless Transition:** To ensure minimal disruption, OneTouchPoint took over 47 programs and three call centers in a single weekend. Trucks were dispatched to recover materials left with the previous vendor, and on-site staff provided immediate support for a smooth handover.

✓ **Centralized Brand & Asset Management:** OneTouchPoint introduced its OTP One self-service portal, a powerful tool for digital asset management, enabling easy access for over 400 users across the organization. This platform allowed administrators to:

- Centralize all assets, ensuring brand consistency and eliminating redundancies.
- Share regulatory updates instantly, improving compliance while reducing delays.
- Track inventory in real-time, preventing stockouts or overstocking.

✓ **Cost Optimization Measures:** With analytics-driven reporting, OneTouchPoint revealed unnecessarily expedited orders that inflated shipping costs. By implementing automated approval workflows for expedited deliveries, shipping expenses were

Key Pain Points.

✓ Disjointed systems

✓ Limited visibility into spend

✓ Regulatory compliance pressure

Solutions Implemented.

✓ OTP One Platform
  - Brand Module
  - Engage Module
  - Intelligence Module

✓ Print Services

✓ Order Management & Fulfillment

✓ Managed Services

OneTouchPoint

significantly reduced. Print-on-demand services further decreased costs on small orders, including specialized literature in multiple languages or tailored to unique patient needs.

✓ **Operational Efficiency:** The platform empowered secure, single sign-on access for all employees, with user-level permissions to ensure role-specific access to assets. Monthly actionable reports provided insights into spend and ordering trends, enabling leaders to make data-driven decisions and refine budget allocation.

Results to Date.

The results of the partnership between the healthcare organization and OneTouchPoint were both immediate and long-lasting:

✓ **Streamlined Operations:** Centralized tools simplified asset management and enabled cohesive operations across locations.

✓ **Regulatory Alignment:** The organization could update and distribute compliance documents more efficiently, seamlessly adhering to industry regulations.

✓ **Cost Savings:** Through structured workflows, optimized shipping processes, and print-on-demand services, costs were reduced significantly.

✓ **Improved Access:** Staff and stakeholders gained 24/7 access to critical documents and marketing materials.

✓ **Enhanced Brand Control:** Centralized brand management tools ensured consistency in quality and messaging across all locations.

Positive Business Impact.

The collaboration between OneTouchPoint and the healthcare organization demonstrates the transformational power of the right solutions in driving efficiency, compliance, and cost savings. By leveraging OTP One platform and expertise, the organization has achieved operational excellence and reinforced its commitment to patient care.

Looking ahead, OneTouchPoint will continue to align with the organization's evolving needs, providing innovative tools and dedicated support to ensure sustained success.