



Case Study:

Managing the Growing Needs of a Dynamic Health Care Organization

Highlights

- Cost reduction of 22% including hard dollar year over year savings, IT, financing, soft dollar process improvements, warehouse facility closure and reallocation of two full time positions
- Better service to more than 400+ home health care offices
- Streamlined, efficient system that will support additional company growth

“We choose DataSource as our partner because they give us the highest quality products and services, at the best price. They are always willing to think with us and gives ideas for new solutions.”

The Challenge

For one growing home healthcare organization, unifying departments and streamlining the creation and distribution of marketing, recruiting and training material across their 400+ offices was a struggle. The Recruiting and Training Teams were not aligned with the Marketing Team which created inconsistency of brand, inefficient distribution and unhappy field users.

How DataSource Powers Home Healthcare Marketing Operations

DataSource provides managed marketing services and marketing asset management technology to reduce the complexity, cost and effort required by the Marketing, Procurement and Human Resources Teams in the organization. The solution helped in three specific ways.

1. Improved Speed to Market for Recruiting, Training and New Client In-Home Collateral.

Nursing turnover creates a continual need for recruiting and training materials. As well, the constant stream of new patients requires ongoing client specific forms, branded merchandise and in-home materials. A powerful centralized marketing asset management system streamlines the ordering process and provides materials on-demand, when and where the market needs them, reducing the time it takes to create and send, and reducing the requirements on the national marketing team.

2. Consolidated Ordering Process to Decrease Total Cost of Ownership.

Using the DataSource MarketNow OneSource Certified Supplier Network, and a unified departmental buying effort, the agency was able to decrease the time spent finding and managing production and reduce production costs by 22%, reallocating time and spend to strategic initiatives.

3. Improved Ease of State Specific Healthcare Compliance.

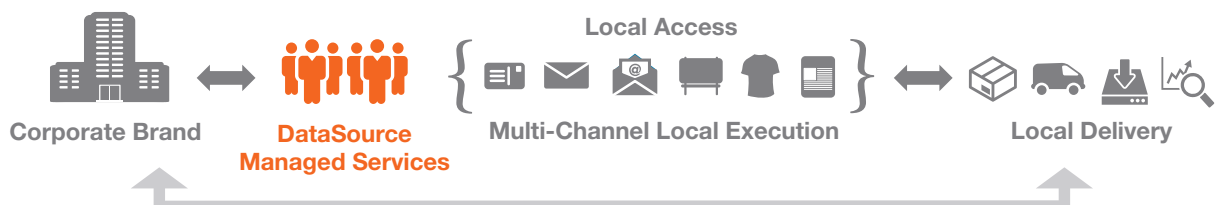
Through client service experts, intelligent location profile technology and profile driven versioning, the agency was able to improve state regulation compliance and reduce the time and internal expertise required to maintain compliance.

Power Your Brand

For more than 25 years, DataSource has provided managed services, for brands with complex distribution needs, to develop and deliver multi-channel programs to local markets.



DataSource
data-source.com



See for yourself how DataSource can Power Your Brand

Contact us today at 877.846.9120 or send us an email at info@data-source.com