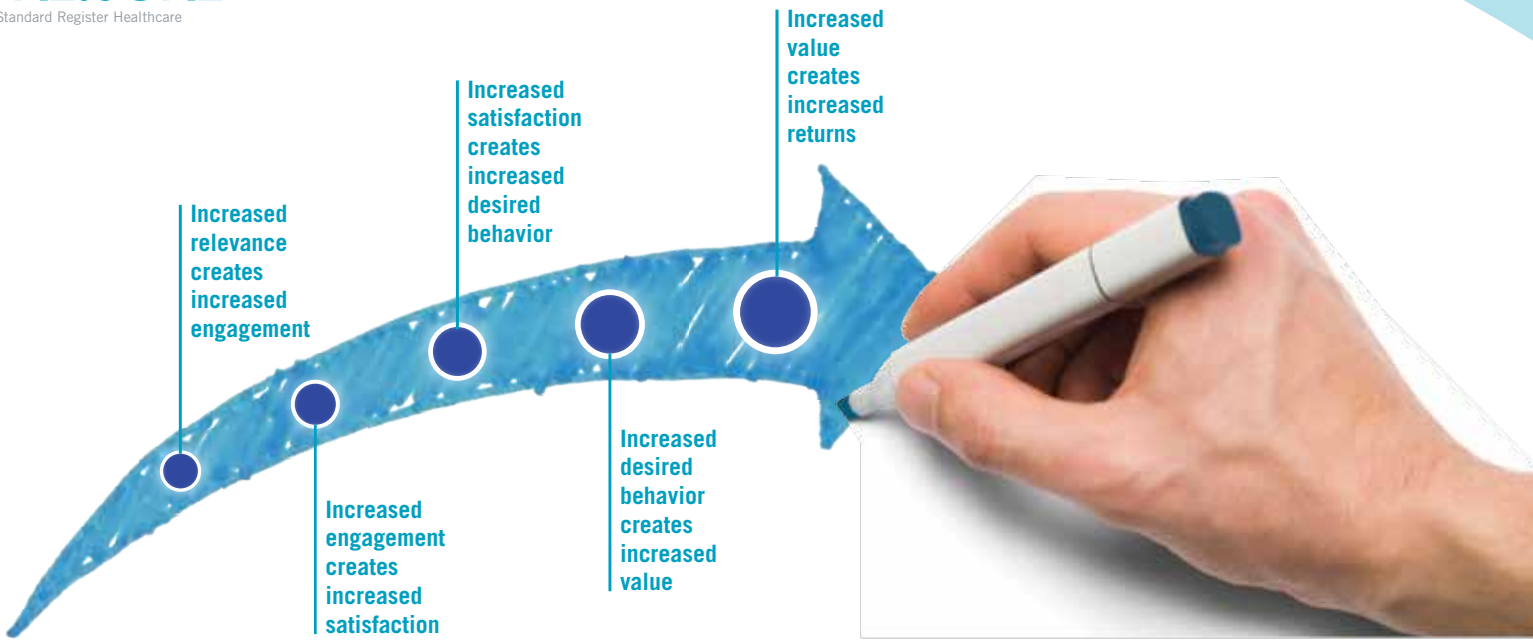


compel. boost. deliver.

## ONEtoONE

By Standard Register Healthcare



### Engagement Turns to Action

Building an engaged audience requires hospital marketers to make a shift from promotion (“us” marketing) to sharing health information on topics and conditions relevant to their customers (“we” marketing). Whether it is to support community outreach, patient recovery, reduce readmissions, nurturing ongoing dialogue is essential to maintaining patient engagement and maximizing the returns of your direct-to-consumer communications.

### Boost Performance with Pre-Built Recipes

SRHC consistently delivers out-of-box insights and action to overcome core challenges healthcare marketers face. We offer pre-built recipes based on best practices you can quickly boost performance by seamlessly integrating our SMARTworks® marketing storefront with your existing marketing operations. A powerful tool that dramatically shortens the delivery cycle of print and digital communications, reducing costs, and assuring brand consistency.



## Platform that Delivers Results

SRHC offers a full platform of services and technology to deliver the right message to the right audience, aligned with your brand and marketing schedule. We help our clients bridge the gap from traditional to leading-edge, we combine emerging channels and touch-points to bring you ROI-focused response marketing support.

### DATA TRANSFORMATION

#### Challenges:

*Multiple Data Sources and Platforms*

#### Solution:

*Data audit  
Standard data hygiene, de-duping and overlay  
Application of geo-targeted segmentation*

### COMMUNICATION INTEGRATION

#### Challenges:

*Multiple Stakeholders and Objectives*

#### Solution:

*Content management tools and processes  
Digital asset management  
Creative Automation*

### DELIVERY OPTIMIZATION

#### Challenges:

*Multiple Vendors, Lead Time and Cost-Efficiencies*

#### Solution:

*Vendor qualification and management  
Service-level agreements  
Response tracking  
PURLs, QR Codes  
Ongoing campaign reporting*

## Channel Agnostic – Global Marketing Platform

By consolidating procurement services for all marketing-related expenditures (including paper, materials, fulfillment, hosting, delivery, etc.), we have the ability to deliver significant cost savings through supplier and service provider management and volume purchasing.

## Best In Class

The core of our operating philosophy is the proactive application of best practices across all clients — not only among healthcare but also from category leaders in other industries such as retail, financial services, and more.

## Advance Your Reputation

Standard Register Healthcare is a recognized leader in managing healthcare information and communications. You can rely on us to elevate the brand experience and enhance communications for your stakeholders — patients, staff, physicians, benefactors and the community at large. We provide you with the resources and technologies that improve performance and control costs, advancing the patient experience and your reputation.

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