



The Challenge

When a Midwest community hospital needed assistance in building patient engagement, they turned to Chicago-based Elk Grove Graphics, a Vomela network company, to assist them. They wanted to send personalized direct mail pieces to patients who had visited the local urgent care facility, with each piece addressing the patient's specific need. As with any project involving sensitive information, confidentiality and data security are key considerations when selecting a print vendor.



The Solution

Our HIPAA compliance and SOCII certification assured our healthcare customer that their information was secure throughout the print campaign. We integrated our mail management services into the customer's patient management system to send relevant messaging that personalized the patient experience. Customized postcards directed patients to specialty and wellness services available from their local health care facility.





The Process

We developed 30 versions of 6"x11" postcards featuring varied imagery and healthcare services. Messaging included reminders for routine checkups such as annual physicals, colonoscopies, or mammogram screenings. The postcards help educate patients on services offered by the hospital, such as orthopedics or cardiology. Through the initial waves of personalized direct mail, the customer has seen a significant uptick in patient appointments, which furthers their personalized wellness mission.

