



C O N S U L T I N G

Customized solutions and support for today's healthcare marketplace

## **Implementation of marketing department workflow process, allowing for diversity of plan design, efficient approval process and communications/brand consistency.**

*Regional managed healthcare company in the northeastern U.S.*

**Background** Client used an obsolete process in the creation and distribution of marketing and member communications. The process was inefficient, non-compliant and failed to address the contemporary, integrated marketing solutions required in today's competitive environment.

**Challenge** Reengineer the department to include appropriate staff positions and processes allowing for multiple plans types and target audiences while maintaining communications consistencies and brand standards.

- Previous organizational layout did not allow for the efficient service of the variety of internal clients and plan types.
- Client had little control over the standards and development of marketing materials and member communications.
- No published workflow process or formal approval process encompassed materials creation.
- The client's traditional and Internet marketing initiatives were not in sync.
- No staff and client training program or processes existed for project initiation, marketing environment best practices, the approval process or materials trafficking.

**Solutions** Using our customized approach, we implemented the Cody Traffic Management System encompassing traffic best practices and organizational consultation. Multiple solutions were identified and implemented:

- Implemented enhanced traffic management system. This allowed for a marketing and creative services environment capable of developing materials addressing various plan types and audiences.
- Organizational consultation and staff training created a highly engaged workforce capable of servicing numerous business units with multiple product lines.
- Cody fine-tuned the department by coaching team members in the use of integrated marketing solutions, optimal client relations, materials approval and trafficking methods.
- Created physical and electronic archiving systems for compliance and client access.
- Managed the reorganization of prepress and internal/external variable-data print production process.

**Results** 1. Cost savings totaling over \$1 million during the first two years via implementation of Cody recommendations.  
2. The creation of a new organizational layout and workflow process able to address a challenging, highly competitive healthcare environment including:

- Standardized project creation within predetermined communications plans in accordance with overarching corporate goals and governmental compliance.
- Parallel production of traditional and Internet materials, resulting in messaging consistency.
- Use of contemporary, variable-data and print-on-demand methods.
- Automated reporting of project status and staff workload forecasting.
- File Naming Convention allowing for ease of project tracking and archiving.
- Consultation on budgeting process and budget inclusions.
- Standardized materials trafficking including implementation of trafficking software, and use of templated production schedules.