



## FULLILLWARE

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### Case History: Emory Healthcare Marketing

**Fulfillware client:** Emory Healthcare Marketing is the marketing arm of Emory Healthcare, one of the nation's leading health systems and the largest healthcare system in the state of Georgia. Emory Healthcare is affiliated with the world-renowned Emory University School of Medicine and Emory University Hospital, all located in Atlanta. The Emory Clinic, which is one Emory Healthcare component, is a physician practice with more than 780 doctors including specialists, sub-specialists and primary care physicians and more than 15 primary care and multi-specialty healthcare centers.

**Situation:** Emory Healthcare Marketing sends more than 100 unique direct mail campaigns annually and maintains dozens of different mailing lists.

**Fulfillware's role:** For more than a decade, Fulfillware has handled all of Emory Healthcare Marketing's direct mailings and related postage needs. In addition to daily communications, the two organizations have a standing face-to-face meeting on the first Monday of each month to discuss what mailings are on the calendar in the coming months.

Fulfillware handles a wide variety of very complex, personalized mailings for Emory Healthcare Marketing. Some examples include:

- The Emory Clinic sees between 100,000 and 200,000 brand new patients each year. In past years, each department within the Clinic sent its own new patient welcome kits, creating duplication as there was no way to know if a patient was truly new to the Clinic or simply new to the department. Fulfillware took over the project and has been able to eliminate duplication. On a daily basis, the firm receives new patient information electronically and assembles, labels and mails the kits, turning around each within 24 hours. The process is seamless and, according to Una Newman, Emory Healthcare Marketing's senior director, is a "major accomplishment."
- Each year, the CEO of the Robert W. Woodruff Health Sciences Center, of which Emory Healthcare is a component, sends a holiday gift and greeting card to more than 14,000 recipients. Fulfillware merges and purges names from numerous mailing lists to eliminate duplication, handles fulfillment of the gift packages, and mails them on time.

- On rare occasions, medical equipment manufacturers must recall a medical device. When this happens, Fulfillware sends personalized letters drafted by Emory Healthcare Marketing to the appropriate referring physicians and their patients affected by the recall. Enclosed with the letters is literature from the manufacturer. This is one example of ongoing mail merge, laser personalized communications that Fulfillware handles on Emory's behalf.
- Emory Healthcare Marketing organizes many events throughout the year. In 2004, an event was held in connection with the opening of the Emory Orthopedics & Spine Center. Fulfillware brought together some 60 different lists – both rented and supplied by Emory Healthcare Marketing – and handled the merging and purging. A tremendous amount of diligence was required to set up the data, clean the lists and fulfill different invitation packages. The event was a great success, with more than 500 in attendance.
- More than 50 percent of Emory Healthcare's business comes from referring physicians, so it's important to receive feedback on how the communications and relationship between referring and Emory physicians is working. Over a period of about two years, Fulfillware handled the ongoing mailing of surveys to referring and Emory doctors, each one personalized with a patient's and the doctors' names as well as dates. The process required intensive database set-up and was handled flawlessly.

**Client testimonial:** *“Our partnership with Fulfillware goes back more than 10 years, and during that time we've relied on them for all of our direct mail needs. Fulfillware is punctual, efficient, easy to work with, and they do an excellent job for us. Important in today's healthcare environment, Fulfillware undertakes patient-related projects with the utmost privacy and confidentiality. They provide attention to detail that you don't get anywhere else, and they turn our mailings around – sometimes on very short notice – without a hitch.”*

– Una Hutton Newman  
Senior Director  
Emory Healthcare Marketing

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