

CASE STUDY

## Exceptional Response Rates...Over Two Decades of Support

### Redi-Mail helps Rienzi & Rienzi exceed campaign goals with personalized physician dialog program

#### ➤ PROFILE

**> Client:** Rienzi & Rienzi Communications Inc. has provided marketers with access to physicians through its proprietary interactive marketing program, PhydBack®, which has served as a forum for communicating healthcare product information to physicians.

**> Challenge:** To rapidly and consistently deliver high-quality, personalized direct mail programs to physicians.

**> Solution:** Utilize state-of-the-art personalization techniques including Web proofing and imaging technology from Redi-Mail Direct Marketing, an industry-leading direct marketing company.

**> Results:** Unprecedented 15% - 20% response rates, fast and accurate production execution, and industry-leading quality assurance results.

Over the past 21 years, PhydBack® has become a well-recognized source of healthcare product information; in fact, physicians have participated in PhydBack® Programs more than 1.7 million times.

With more than 800,000 physicians in the U.S., Monica Levy, a senior analyst with Jupiter Research who covers the healthcare industry, notes, "Trying to get attention from physicians is getting very, very difficult." Organizations are continually seeking novel ways to get their messages in front of these busy physicians. "Time-tested communication programs, like PhydBack®, have become increasingly more important to marketers because of the difficulty and expense of reaching physicians and healthcare professionals."

According to Vince Rienzi, President of Rienzi & Rienzi Communications, "We have relied on Redi-Mail for personalization and lettershop services since the development of our first PhydBack® Program in 1985...and Redi-Mail has never let us down".

"We require speed and accuracy when setting up the letter and program text. Redi-Mail has dedicated, knowledgeable client service representatives and the latest in Web proofing and imaging technology," commented Frank Corso, Sr. Director, Marketing Services of Rienzi & Rienzi Communications. "They have a very large and skilled hand-assembly area that allow us to quickly move from client approval to dissemination."

Thomas Buckley, CEO of Redi-Mail Direct Marketing commented, "As leaders in communicating healthcare product information to physician, healthcare professional and

patients, Rienzi & Rienzi has achieved exceptional results and we are proud to have supported their efforts for over two decades."

#### About Redi-Mail Direct Marketing

*As a leading provider of marketing support services, Redi-Mail Direct Marketing combines world-class technology with secure, state-of-the-art data management and production facilities to offer complete mailing and fulfillment services.*

*Redi-Mail's data collection services include list sourcing, database management, data entry, Web site development and hosting, as well as outbound email and fax programs. Laser production capabilities include cut sheet, continuous form and MICR printing. Redi-Mail's production encompasses two shifts, producing over five million pieces of mail per week through both hand and machine assembly. An active member of the U.S. Postal Customer Council, Redi-Mail's facilities include an in-house postal facility. The company's postal processing software is CASS Certified™ to maximize available postal discounts. Planet Code Tracking is offered through StayinFront Analytics, the proprietary data analysis tool from StayinFront, a CRM industry leader and part of the Redi-Direct family of companies.*

*List sourcing and list management are available for a variety of targeted audiences including healthcare, business-to-business and consumer data. Redi-Mail also provides sample fulfillment and distribution services as well as data validation for the pharmaceutical and life sciences industries.*

*More information about Redi-Mail Direct Marketing can be accessed at [redimail.com](http://redimail.com)*

Redi-Mail  
DIRECT MARKETING  
A Redi-Direct Company  
*Exceptional data, delivered.*

Redi-Mail Direct Marketing  
5 Audrey Place  
Fairfield, New Jersey  
07004-3401

Phone: 1.973.808.4500  
Fax: 1.973.808.5511  
Email: [sales@redimail.com](mailto:sales@redimail.com)  
[redimail.com](http://redimail.com)