

CASE STUDY

## Rebate and Gift Card Campaign for Dermatology Company Requires Reliable Partner with Comprehensive Know-How and Advanced Technology

*Healthcare Dialog turns to Redi-Mail Direct Marketing to help manage national customer acquisition and retention program*

### PROFILE

> **Client:** Healthcare Dialog is a full-service provider of relationship marketing and communications programs for the pharmaceutical industry.

> **Challenge:** Sourcing an experienced and reliable partner that can manage backend databases, direct mail, fulfillment and account services.

> **Solution:** Redi-Mail Direct Marketing, an industry-leading direct marketing company, managed the complex incentive program involving gift card fulfillments, as well as rebate checks and product vouchers.

> **Result:** Double-digit percentage increases in campaign response and participation, leading to record level fulfillment requests.

Healthcare Dialog is a full-service provider of relationship marketing and communication programs for the pharmaceutical industry. The company provides a variety of promotional opportunities to identify, attract, and maintain customer relationships and build brand equity. Healthcare Dialog has the unique ability to provide integrated, start-to-finish solutions, while still maintaining the flexibility to offer each of these services individually.

Healthcare Dialog is also the agency of record for several leading pharmaceutical companies. It is comprised of three units that function independently or in an integrated process: nFusion, +Media and iData. Healthcare Dialog helps its clients establish and build more valuable, longer-lasting relationships with physicians, patients, and consumers over a broad array of permission-based contact points, including direct mail, digital on-demand print, and Internet Web sites.

"I've known and worked with Redi-Mail for more than 12 years," shared Cindy Lanzendoen, President of Healthcare Dialog. "We have a very important relationship with a major dermatology company and handle a number of consumer and physician Web sites for their brands. We were asked to source a partner to take over the backend database management, direct mail, fulfillment and account service of a high-profile acquisition and loyalty program. Naturally, I turned to Redi-Mail."

The campaign for this dermatology vendor featured gift cards as well as rebates. Calculating the rewards was complex, as they were determined based upon a number of business rules, including purchase information, frequency of use, and interval between treatments. Redi-Mail's program support included customized e-mail communication and password-protected online status information. Their approach ensured that Healthcare Dialog could access the program's activity 24/7.

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Redi-Mail also provided integrated services, such as a consumer call center for handling general program inquiries, Web site registration, status and usage, as well as quality control standards for potential lost cards and checks.

Thomas R. Buckley, CEO of Redi-Mail Direct Marketing, commented, "We offer turnkey solutions that help companies advance their competitive position while maximizing their return on sales and marketing investments. Our work for Healthcare Dialog is a good example of how Redi-Mail is able to provide end-to-end solutions that deliver real-time results."

Lanzendoen added, "Sophisticated direct marketing campaigns, such as this one, require industry and technical knowledge and a strong commitment to exemplary levels of customer support. Redi-Mail brought all of this to our project and our client's feedback has been very positive. The volume is significant and we are validating and fulfilling requests in record time."

#### About Redi-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 Direct Marketing'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 Direct Marketing's production encompasses two shifts, generating over five million pieces of mail per week through both hand and machine assembly. An active member of the U.S. Postal 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 is 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 [www.redidirect.com](http://www.redidirect.com)*

## Redi-Mail

DIRECT MARKETING  
A Redi-Direct Company

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