

Multi-location Healthcare Provider

A national leader in healthcare consolidates five disconnected ordering portals into a sophisticated U.Connect solution from OneTouchPoint, hitting targets for cost savings ever since.

The Business Challenge:

A national healthcare organization and its 12,000 passionate employees deliver high-quality and compassionate care with zero room for delays or errors in communication. The organization found themselves in need of an efficient asset and collateral ordering technology for its team, which the previous vendor simply couldn't offer. It also saw an opportunity to develop detailed insight into print spend to maximize budgets in their slim-margin industry.

Administrators were losing valuable time navigating separate sites to order forms, patient material, marketing resources and other business-critical assets. At the local management level, leaders had limited visibility into local spending or potential savings. As a healthcare organization, they also faced the challenges of responding quickly to address regulatory changes. They needed a solution that allowed them to communicate these changes in a centralized location, and to swiftly make changes to marketing materials, informational content and required forms, while balancing the need to minimize stock waste. The materials also needed to be easily accessible, enabling the organization to arm referring physicians, families and caretakers with 365/24/7 access to patient care information.

The Customer

- A leading U.S. healthcare provider
- More than 150 nationwide locations
- Cares for more than 18,000 patients daily
- 3 national call centers

At Stake:

- Spending visibility
- Healthcare delivery
- Staff productivity
- Economies of scale
- Security compliance

Why OneTouchPoint:

As it sought the right combination of technology, scale, and expertise in the marketing supply chain, the organization chose OneTouchPoint's technology driven solution over a longtime vendor. The partnership quickly uncovered ways to trim costs with the implementation of a U.Connect self-service portal providing the ability to share regulatory updates 24/7, enabling brand control across the organization, and streamlining ordering, print production and distribution of materials company-wide, all while helping ensure regulatory compliance. With OneTouchPoint's help, the organization's leaders gained access to new layers of insight into what was ordered, where and how much it cost.

24/7 Access to Materials

As a critical patient care provider, staff members need access 24/7, 365 days a year to crucial, marketing and legal, approved assets. Whether working with families and caregivers, or supporting referring physicians, the staff is able to order copies, download, email or print assets on-demand, ensuring prompt and reliant care information is provided.

Best-in-Class Service

OneTouchPoint representatives function as consultative partners and an extension of the organization, responding rapidly to questions from users across the country. Every year senior executives from OneTouchPoint join the organization's leadership to share ways to improve processes, simplify their business and identify savings—all critical aspects of the ongoing success of their business in a challenging healthcare industry.

Single Sign-On

More than 400 users across the country no longer have to remember multiple passwords to acquire the material needed to run their programs. U.Connect recognizes users logged into the the organization's systems and tailors their experience by location and role.

Actionable Reports

Monthly reporting provides details on ordering and billing across all 150+ locations. Integration with finance and accounts payable offers a valuable view of cost centers by program to reveal budget overruns.

Reliable Quality

Material arrives and OneTouchPoint upholds its commitment to an error rate of less than 1 percent, which is essential when providing information to patients and healthcare providers during their patient journey.

Solutions and Results:



500+ assets
600+ templates

Controlled centrally and available
to users on one platform

To ensure minimal business disruption from the transition of their previous vendor, OneTouchPoint quickly stepped in, and over a single weekend they assumed responsibility for the critical aspects of 47 programs and three call centers. OTP staff were on site to ensure a seamless transition and even dispatched trucks to retrieve material left with the previous provider. In the following weeks, OTP's in-house technology team created an online storefront accessible within the healthcare organization's network. This soon made finding and ordering material as simple as clicking through an e-commerce site. It also allowed the organization's leadership to push updates to the U.Connect home screens of users nationwide, providing critical regulatory updates and timely marketing messages.

Savings and Service

From day one, OneTouchPoint met its charge to identify and execute cost savings, optimizing print runs, identifying the best equipment to use for certain items, changing paper stock and digitizing documents to remove printing costs altogether. In one case, using OneTouchPoint's reporting capabilities and leveraging the team's expertise, multiple orders that were unnecessarily being expedited were identified, resulting in unnecessary increased shipping costs. Recognizing the issues, the team recommended adding an automated approval flow for two-day delivery, which helped lower shipping costs substantially. Additionally, print-on-demand services soon reduced the price of small orders, such as time-sensitive material and literature printed in languages spoken by few patients.

Throughout their long-standing relationship, OneTouchPoint maintains constant communication with all levels of the healthcare organization and exceeds expectations for customer service, whether by returning a call within hours or hand-delivering material to facilities without a loading dock. OTP continually meets its KPIs in annual reviews and continues to identify gained efficiencies.

Form. Meet Function.

OneTouchPoint helps brands and organizations marry form and function with beautifully-crafted marketing assets, produced at scale with purpose-built technologies and managed services.

Online storefronts powered by U.Connect centralize control of customer engagements companywide, speeding time-to-market. OneTouchPoint's expansive and geographically dispersed facilities cut production and shipping costs. At the same time, integrated services and decades of domain experience can meet the needs of the entire marketing supply chain through a single touchpoint.



“As an industry leader in healthcare services, we needed a partner that had the platforms and the customer service that we were looking for. I'm happy to say that OneTouchPoint has delivered.”

– Chief Marketing Officer

Find out why more than 3,000 innovators in manufacturing, franchise, retail, healthcare, and financial services choose OneTouchPoint for branded customer engagement and supply chain management.

Contact OneTouchPoint Today

Visit 1touchpoint.com or email info@1touchpoint.com.