



SITUATION

Relevant Health Group partnered with a client and their key account managers (KAMs) to develop HCP- and patient-facing educational resources based on specific organized customer requests. After creating a few one-off resources, the KAMs began to find that their other customers were requesting custom versions of the same resources for their organizations. With 79% of healthcare providers using patient education and support materials,¹ it made sense to create a series of templated resources for the client. This would also provide an additional way for KAMs to add value to their organized customer relationships.

Each templated resource included a placeholder for the organized customer group's:

- Logo
- Brand color(s)
- Specific information for internal resources related to the therapeutic area of focus

The templated resources focused on key therapeutic areas and communicated information specific to:

- Transitions of care
- Shared decision-making
- Shared medical appointments
- HCP and patient education
- State-specific policies

With roughly **25 unique templates** in play, and more and more customers requesting customizations, there was a strong need to find a way to **customize resources** with a **customer's specific information** in a **quick, accurate, effective, and efficient way.**





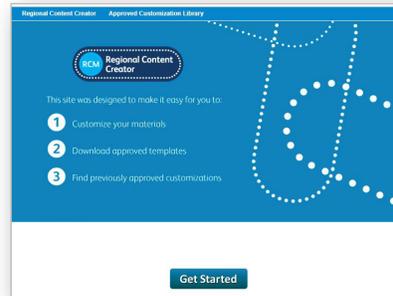
SOLUTION

To meet customer demands, Relevate developed a new process for customizing resources and created a proprietary portal that housed all of the templated resources.

The portal was designed to make it easy to:

- Customize materials
- Download approved templates
- Find previously approved customizations

The portal allows for the customization of resources based on customer requests by inputting information into preset variable fields. Once the information is input, the portal creates a customized version of the resource in a PDF format that KAMs can easily share with their customers. Once the customer approves the PDF sample, the resource can be provided as a final hi-res digital file to use or it can be professionally printed. The portal can store all approved templates for quick downloading to share with organized customer groups, and it has a library of all the customized resources available for digital download. It is also synced with Relevate's production company, which helps streamline the production process for the customized resources.



SUCCESS



Through implementing the portal, we were able to cut the turnaround time for each customization from **3 to 5 days to under 48 hours**. This has allowed KAMs to share the customized resources with their customers within days of the initial request, while it is still fresh in the customer's mind. Since the portal went live in Q3 2016, we have **created over 280 unique customizations across 108 organized customer groups**.

Reference: 1. What physicians expect from marketing communications in 2016. HealthLink Dimensions website. April 29, 2016. <http://www.healthlinkdimensions.com/videos/what-physicians-expect-from-marketing-communications-in-2016>.

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