

HEALTHCARE COMMUNICATIONS

PENS is very different from traditional marketing communications. Each PENS newsletter is created **individually** for **each** household. So relevant information goes to the people who need it.



It's called **Individualized Communications** or **One-to-One Marketing** because each newsletter or mailer contains a selection of articles and messages that specifically fit the data profile of each recipient. Put another way, PENS generates a "bundle" of direct mailers that can be packaged in a broad variety of formats – like a newsletter. And it's HIPAA compliant.

The reader receives a **relevant, concise and useful** newsletter. Readership surveys and hard data ROIs, over many years, reinforce **this is what people want**.

The marketer gains flexibility, economy, productivity and results.

PENS was designed for a tight-budget and limited-staff environment. Once setup, newsletters can be run very efficiently.

Population Health Management

Our chronic disease management Newsletters help thousands of patients manage their conditions. In fact more than 40% of them, when surveyed, indicated they changed their behaviors based on what they learned from our patient friendly educational content that is health literacy friendly.



We produce—with our library content of thousands of articles or with yours—four relevant articles in the patient's language of choice. Today that is roughly 17 different languages. We handle the production, distribution, and tracking of results, with clear reporting for your ease of monitoring effectiveness.

Customized personalized communications is clearly what patients need and respond to.

We will help you...

- **Understand your Market.** Build a complete data profile on each customer and prospect.
- **Go beyond segmentation.** Deliver individualized communications—true "One-to-One"
- **Leverage All Your Data.** Bring together data from your all various systems and databases (billing, call center, internal databases, lists, other)
- **Track like a CFO.** Report on ROI, services used, revenues, payor mix, other

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