> *Bronson was able to manage marketing materials more efficiently while reducing our time and cost expenses by 30%. In the coming year, we plan to achieve further efficiencies by adding more templates as well as digital marketing materials to our print asset library.*

Bronson's Asset Management & Printing Challenge

Bronson's marketing team supports a healthcare organization with four hospitals, 72 outpatient locations and medical practices, and more than 8,500 team members. Clinical and administrative managers use marketing assets daily and rely on these materials being up-to-date and easy to reorder. This requires the coordination and management of thousands of assets and orders each year; including appointment and business cards, brochures, maps, flyers, panel cards, and more.

Bronson's marketing asset management solutions had not scaled effectively as their health system and the number of customers served grew in size and complexity. "When an update request came in," says Sheena Kalemkiewicz, a graphic designer at Bronson, "finding the existing files could be a challenge, as they were stored in more than one location." Assets were being generated by both their in-house team and external agencies using a variety of tools. "In some cases, previous revisions might not be reflected in the files we had on hand," says Kalemkiewicz. In addition, last minute adjustments were sometimes made by professional printers as orders went to press. "Getting all of our print assets created, updated and to market was too complicated," says Cynthia Carpenter, System Director for Bronson Corporate Communications, "and governance of brand compliance and accuracy of information was both challenging and time-consuming."
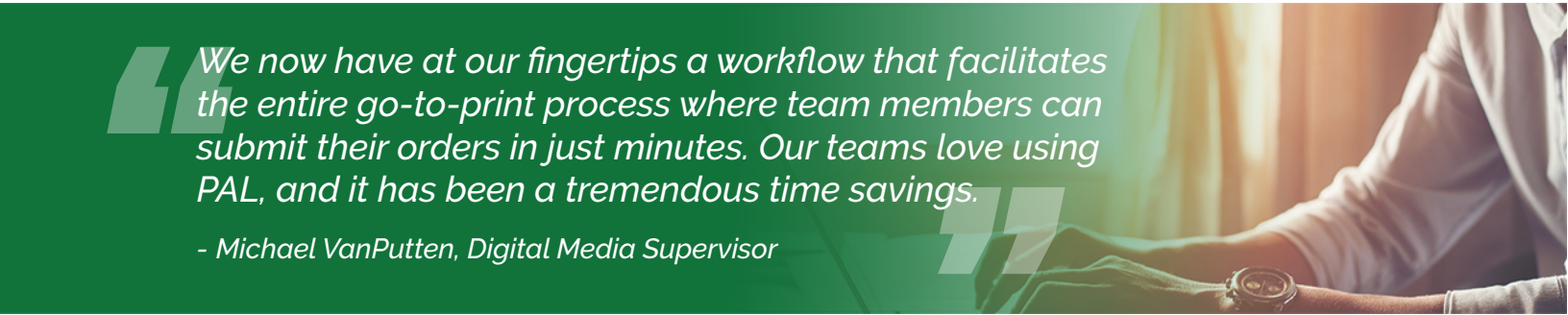
Researching the Solution

Bronson identified criteria for a more efficient and effective solution and began an in-depth review of modern options used by design and printing professionals and by professionals at peer healthcare organizations across the country. "The solution needed to be flexible in order to adapt to changes in our business needs and processes; able to handle traditional and digital marketing assets; bring automation and transparency to the entire asset management process; and, provide much-needed archiving, tracking, and reporting capabilities," says Carpenter.

The Answer? The Print Asset Library (PAL)

"There were many good tools available, however, none of them integrated all of the features we needed," says Michael VanPutten, Digital Media Supervisor at Bronson. "We were looking for asset creation, review, cataloging, modification, tracking, an online store front with easy to use ordering and reordering tools, an optimized review and approval process, and fulfillment support for sending orders to multiple printing vendors – all within one platform." Adds Carpenter: "Since we are an organization that experiences continual growth, it was also critical to us that the platform have the flexibility and customizability to adapt to changing processes." After an exhaustive search, Bronson found their solution in PAL, the Print Asset Library developed by HealthcareMarketingCenter.com.

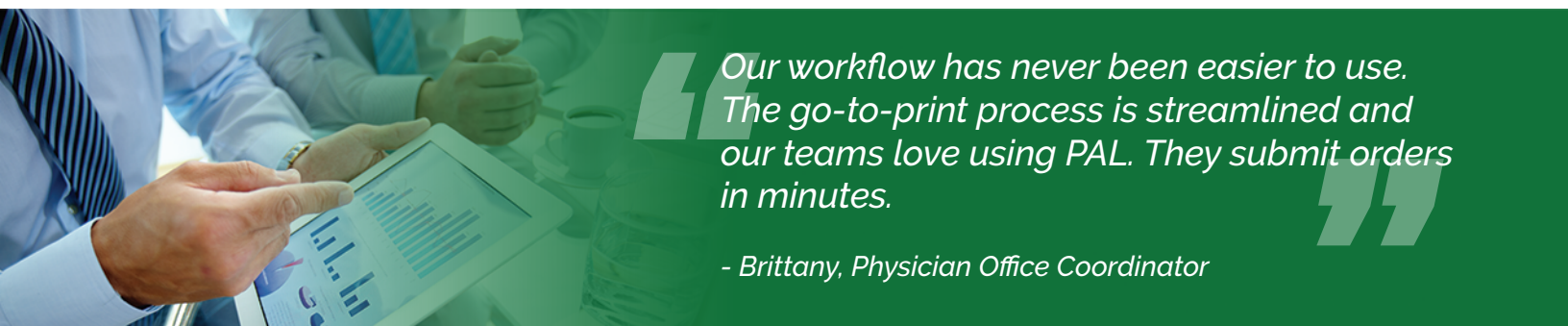## How it Works: Bringing Organization to Thousands of Assets

The PAL system relies on a sophisticated, yet simple-to-use, automated workflow. PAL organizes the assets, streamlines the review process, tracks projects at every stage of development, archives the entire project process from start to finish, and ensures both information accuracy and brand standards compliance.

We now have at our fingertips a workflow that facilitates the entire go-to-print process where team members can submit their orders in just minutes. Our teams love using PAL, and it has been a tremendous time savings.

- Michael VanPutten, Digital Media Supervisor

Clinical and business managers appreciate the fluidity that PAL brings to the ordering process. "The ability to review products and orders is a tremendous benefit," says Brittany, a Physician Office Coordinator at Bronson. "I place orders for four practices, so making sure we have the right items and quantities is essential for the hundreds of orders we submit each year."

Our workflow has never been easier to use. The go-to-print process is streamlined and our teams love using PAL. They submit orders in minutes.

- Brittany, Physician Office Coordinator

When orders are ready to go to print, Bronson uses commercial printers, as well as an internal print shop. PAL has helped Bronson's external and in-house printers to increase accuracy and reduce the time required to complete orders. "Before PAL, orders submitted by customers often required documentation of additional printing details or extra files to be obtained," says Jeffrey Onkka, Bronson's in-house print shop manager. "It was a huge investment of time. We can now move more swiftly, and with confidence that our output will be error free every time."

An Easy to Use Order Form with a Powerful Workflow

"A simple, intuitive order form is critical to my daily work," says Brittany. "This is where PAL shines for our teams." Every order submitted required specific technical details, billing and delivery information.

At the heart of the PAL order form is a customizable workflow. The diagram displayed below illustrates just a few of the steps that each Bronson team member completes when placing an order.
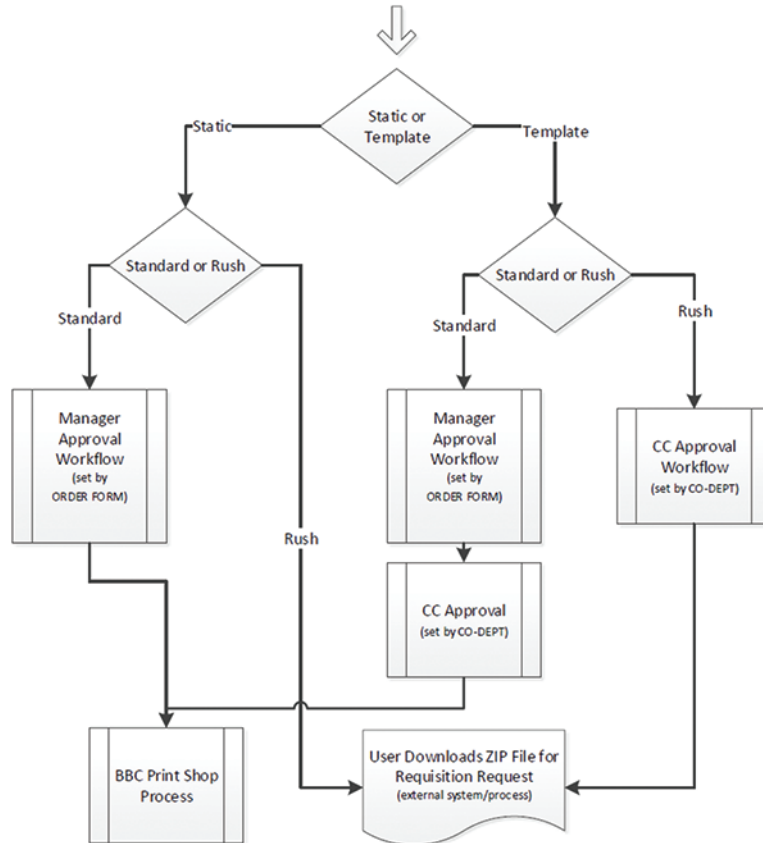
HealthcareMarketingCenter.com designed a form for Bronson that quickly and accurately guides team members through the ordering process. PAL enables users to choose an order approval path, select the desired paper stock, binding options as needed, input shipping information, add cost center codes for billing, and more.

How Easy is the Process Now?

Approvals were a labor-intensive, manual process. Now, PAL automatically generates email notifications for managers to review and approve orders. Managers simply click a link, add notes if needed and press a button to approve or reject an order. All of this is done without needing to remember a login or sign in to the PAL user portal.

We are seeing orders submitted and printed without error and delivered on schedule. It saves time and keeps our clinical offices running.

- Michael VanPutten, Digital Media Supervisor

Order Tracking and Reorders Made Easy

Every PAL user has a dashboard where they can view active and completed orders. In addition to receiving email notifications as orders are received and processed, team members can use the dashboard to quickly view where each active order is in the process. The status of an order is never in question. In addition, when teams need more printed materials, re-ordering requires just a few clicks.

"By visiting the Order Dashboard, a user can quickly and easily see where every order is and when each step in the fulfillment process was completed. No phone calls or follow-ups needed." says VanPutten. "It saves an incredible amount of time and reduces stress and frustration when a team member waiting for an order to be processed."
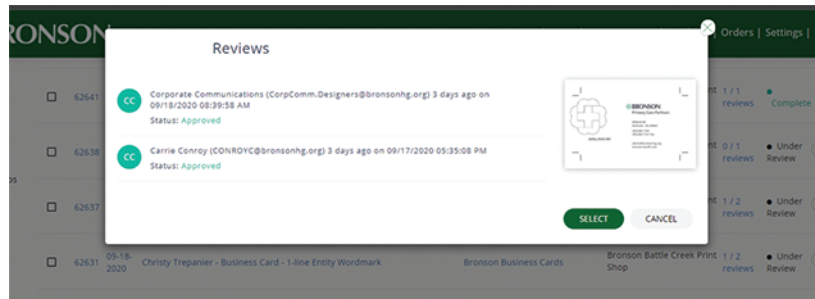
On the printer side, Bronson's in-house printer can access a dedicated vendor portal, where they can view all orders, mark jobs as started, place jobs on hold, and complete jobs. All of this data is logged and then relayed to the user.

Results & Future Plans

In addition to happy team members across the organization, Bronson has seen benefits in the form of lower costs and higher efficiency. **"Bronson was able to manage marketing materials more efficiently while reducing our time and cost expenses by 30%,"** said Carpenter. "In the coming year, we plan to achieve further efficiencies by adding more templates as well as digital marketing materials to our print asset library."

The flexibility and scalability of PAL has been critical in meeting Bronson's immediate needs and will power and enhance future endeavors. "Teams across our organization are expressing interest in using PAL and want more assets and processes integrated into the system," said VanPutten. "This has been such a great win for us. We are excited about how PAL has and will help us to make the healthcare experience great for the people who work at Bronson and the amazing customers we serve together."

About Bronson Healthcare

Bronson Healthcare serves patients and families throughout the southwest Michigan area, as well as northern Indiana, offering a full range of services from primary care to advanced critical care. Bronson is one of the largest employers in southwest Michigan, with over 8,500 employees. Maintaining their desired level of service, while keeping up with continual changes to practice groups, products, and personnel requires an agile marketing group that can respond quickly to a tremendous influx of project requests.

About HealthcareMarketingCenter.com

HealthcareMarketingCenter.com is comprised of healthcare marketing and IT specialists, providing a low-cost, subscription-based solution for the management of customizable marketing materials, as well as an exclusive, online tool for management of assets. Our proven asset management tool currently serves clients across a wide range of industries.

For additional information, visit our website at HealthcareMarketingCenter.com or contact Neal Reynolds at nreynolds@healthcaremarketingcenter.com or 678-528-6688.