

DO YOU CARE ENOUGH ABOUT COMMUNICATIONS MANAGEMENT?

7 bottom-line benefits
to assessing your print
communications program
(and the 17 tough questions
that come first)

INTRODUCTION

Patient documentation and education.

Marketing execution.

Channel management.

Inside every facet of communications are inefficiencies that can increase costs, slow responsiveness, dilute your brand and drive down margins. With today's demand for greater personalization and relevance in print across multiple channels, these challenges can become overwhelming.

Countering these challenges requires some introspection.

Setting aside time to comb through just how communications are managed will often lead to some eye-opening things. The kind of things you may have been missing all along. They're also the kind of things that can negatively affect a bottom line if they go untouched.





THERE'S A PAY-OFF TO PLACING YOUR COMMUNICATIONS MANAGEMENT UNDER A MICROSCOPE

Assessing your healthcare organization's communications strategy doesn't have to become a convoluted process. Generally, it contains three components:



Assessing the
current state



Conducting a
gap analysis



Identifying options
to drive results

But is it worth the trouble?

Short answer: Yes

Long answer: Keep reading, because here's what can happen when you make this a priority...

DRIVE DOWN COSTS

Costs directly impact margins. Most organizations don't have strategic plans in place to control or reduce costs over the long term.

Achieving goals in earnest becomes much more realistic when you've capture current program costs, performed a gap analysis, prioritized recommendations, and developed an internal business case and roadmap.

Try this: Determine how you fare against industry best practices and what savings are possible.

Questions to ask:

- What are the major areas impacting cost within my print and communications expense?
- Do I have the expertise, resources and time to analyze and execute an in-depth cost improvement plan?
- Do I have the proper controls and visibility into my organization-wide spend in this category?





SPEED-TO-MARKET

Manual processes, lack of transparency, resource constraints, and decentralization can put a chokehold on efficiency and time to market. Within your print and communications programs, it's essential to automate workflows, deploy technology, and centralize your program data. This will grant you improved visibility, ultimately allowing you to react faster to changing business conditions.

The name of the game here is increasing productivity and accuracy with less resources and time. It can be done. It should be done.

Try this: Evaluate the impediments within your operational workflows that add risk, time or cost. By putting a lens on this, operational efficiency and streamlined workflows expedite time to market.

Questions to ask:

- What are the impediments or challenges that create bottlenecks or slow processes within my print and communications supply chain?
- Are there visible manual processes that could be automated within my environment?
- Do I have resource constraints that hinder results?

IMPROVE BRAND CONTROL

We learned this lesson long ago: You only get one chance to make a good first impression. Your brand is a representation of the organization, the people, the quality and the ethics of your organization.

When sloppy design, wrong colors, old logos, and poor photos are used to communicate to your patients and the communities you serve, it can have disastrous effects. Effects that keep executives and Marketing managers up at night.

Try this: It's time to run a tighter ship and manage your brand with proper controls, guidelines and processes. By centralizing content, wrapping controls around it and developing processes that drive consistency across your platform regardless of product type or communication channel, risk is mitigated.

Questions to ask:

- Where is all of my content located – and how accessible is it?
- What controls do we have in place to protect against inconsistencies?
- Am I resourced appropriately to manage my brand effectively?





INCREASE ROI

Investing in your business to drive productivity gains, increase revenue and drive down costs is necessary to thrive. Maximizing those gains with the highest returns is key to success. Identifying the right investments in people, process and technology will lower costs, increase productivity and drive ROI for your organization.

Try this: Successful organizations are looking to automate workflows, outsource non-core functions, digitize where possible and seek alternatives to the status quo.

Questions to ask:

- Where can technology help drive efficiencies within my communication environment?
- Do we have the internal means to identify and measure ROI?

ACCELERATE DIGITAL MIGRATION

Digitization of manual processes and hard assets drives efficiencies and improves responsiveness. Automation of manual workflows will lower the carrying costs and risk of managing and distributing traditional print communications. This will also enable your brand to communicate in alternate channels that match a customer's preferred method (e.g., email, mobile, social, direct mail or print).

Try this: From where we stand, investments in the digital experience yield improved customer acquisition costs and new channels that are better supported. Effective organizations are utilizing technology to migrate offline processes, aggregate and organize content and deliver their message with more efficiency through digitization.

Questions to ask:

- Am I utilizing technology as effectively as I can?
- What costs are contributed to offline production, management and delivery of content?
- Am I communicating with my customers in a manner of their preference?





OPTIMIZE THE SUPPLY CHAIN

Most organizations find themselves trapped in age-old procurement processes like formal RFPs and bid requests of pre-defined specifications. While this practice is not wrong and can yield some important benefits, there is much more opportunity by understanding all the cost inputs across the supply chain.

We understand that only 15% of program costs are derived from product, while 85% of costs are tied up in managing the program supply chain from creative design, procurement, supplier management, and warehousing through delivery (e.g., freight, postage, and obsolescence). Designing a process that allows your organization to capture, categorize and rationalize communication supply chain costs is paramount.

Try this: If organizations wish to reduce total program costs, it's important to know standard RFP processes just don't go deep or broad enough. Hiring outside consultants are expensive and don't provide actual execution of ideas.

Questions to ask:

- Do I understand all the cost inputs within my print communications supply chain?
- Do we have the expertise, time and resources to impact these costs?
- Do I have too many suppliers servicing the same categories?

INCREASE VISIBILITY TO SPEND

Today, complex print and communications supply chains, decentralized procurement models, and large supplier pools can limit visibility into category spends and program costs. Organizations like yours cannot take action without transparency into true costs.

Try this: Unfortunately, general ledgers are fraught with inaccuracies and are severely limited in understanding true category costs. Only with a grass roots assessment can organizations gather the necessary information to capture, categorize and rationalize those supply chain costs.

Questions to ask:

- Do I have a full understanding my print communications' category spend?
- Does the organization have a defined plan to manage and reduce those costs?
- Does the organization have the right measurements in place to monitor cost reduction achievements?





IN THE END

What happens when you take the time to ask these tough questions yet the answers remain elusive?

After all, trying to put a dollar amount on your organization's print communications is no small feat. Your ledger says one thing. Your roster of suppliers might say another.

Can you confidently get a grip on what's right?

A comprehensive assessment of your communications supply chain is a proven approach for lowering your total cost of ownership. It also happens to help ignite improved quality, brand consistency, and accelerated cycle-times.

WE'VE COVERED A LOT. ACHIEVE IT ALL.

At RRD we ask the right questions, reviews the right data and delivers the right solutions. These experienced consultants deliver detailed feedback and recommendations through two levels of collaborative assessment:



Level 1. A fast, standardized assessment of best practices and quick hits.



Level 2. A customized, in-depth assessment designed exclusively for your needs.

It's time to drive efficiency and effectiveness through broader, deeper analysis of your communications supply chain. **Put best-in-class communications management techniques to work for you.**

Learn how: rrd.com/healthcare

