



Case Study

Healthcare



Program Performance

(as of 01/01/2010)

Launch Date - November 2006
Months in Service - 38
Eligible Employees - 4,012
Orders Taken - 2,818
Annual Penetration - 22.2%
Repeat Buyers - 90.8%

Client Profile

This company is one of the largest healthcare systems in North Carolina. The system is a network of hospitals and community-based health centers. In 2005, they were ranked among the top five percent of hospitals nationwide for clinical excellence in vascular services by HealthGrades, the nation's leading independent healthcare quality company.

Reasons for Offering the Program

Work-Life Enrichment - client has committed to offering voluntary benefits that can improve the quality of life for their employees. They believe that this program, in combination with other benefits, will improve the lives of employees and their families.

Recruitment/Retention - This program has helped this company recruit and retain employees. They have been able to set themselves apart in a competitive job market by offering this unique benefit. They believe in rewarding tenure and have already seen a reduction in turnover.

Marketing Plan

This account utilizes direct mail, email, and their company benefit fairs to communicate the program. The direct mail campaigns are conducted three times annually (spring season, back-to-school, and holiday). They use email to build awareness around the direct mail campaigns to maximize participation.

Testimonials

"Love the idea of Purchasing Power. That is exactly what it is Purchasing Power, I have the power to purchase things I probably wouldn't have had the opportunity to if it wasn't for this program."

-J. Blue, Satisfied Employee and Customer

"Purchasing Power has been a life saver for me by allowing me to purchase an up to date name brand computer at today's market prices through payroll deductions."

-J. Parham, Satisfied Employee and Customer