

How a Healthcare Treatment Center Enhances Communication Efficiency

A healthcare treatment center successfully implemented MassMailer to enhance email outreach and client communication. Read more to learn how.



Overview

A nationally acclaimed healthcare treatment center for alcohol and drug addiction treatment holds a holistic approach to wellness and recovery. They have a growing footprint in the industry and have launched multiple programs, including recovery coaching and family services, for their clients.

They use Salesforce to manage all their client data and business development outreach.

However, as their institute scales up, it presents certain challenges for them. Let's explore how MassMailer solves these issues for the healthcare treatment center.

The Challenges the Healthcare Treatment Center Faced Before MassMailer

Manual tasking Email management was manual and extremely time-consuming, utilizing Constant Contact as their email tool in conjunction with Salesforce. It created export/import workflows, which weren't helping them.

Scaling issues They faced difficulties in scaling their outbound emails with granular tracking and real-time consent management. Salesforce places bulk and batch email limits that restrict the volume of campaigns, resulting in stunted outreach.

Lists and branding problems It was hard to maintain email list hygiene and email unsubscribes manually. Furthermore, inconsistent email branding (because of limited creative flexibility) created engagement issues.

Data security They were struggling to manage multiple outreach teams and maintain data integrity in Salesforce contacts. This was due to the import/export workflows resulting from the non-native integration between Constant Contact and Salesforce.

Less transparency The previous platforms made it extremely difficult to track integrated email activity in Salesforce.





The MassMailer Solution

MassMailer, being a Salesforce-native platform, resolved all the issues that the healthcare treatment center faced with their previous solutions in the following ways:



Native Integration

The seamless, Salesforce-native integration ensured that the duplicate manual work was eliminated from the processes. MassMailer maintains updated contact records with automatic email opt-outs.



Easy Scaling

MassMailer allowed the healthcare treatment center to scale its outreach significantly by removing Salesforce's email caps from the equation. The client could now reach thousands of contacts with detailed metrics, including opens, clicks, unsubscribes, and email frequency.



Friendly UI

MassMailer offered a user-friendly Template Builder that allowed the healthcare treatment center to build consistently branded, visually professional emails that were responsive to various screen sizes.



Transparency and Collaboration

The healthcare treatment center could now easily track integrated email activity and historical records from within Salesforce itself. It helped enhance their internal collaboration and transparency.



Automation

MassMailer features automated unsubscribe syncing and new unsubscribe preferences that could be shared directly with the outreach to facilitate easy opt-outs, making the client's workflows simpler.



Updates

MassMailer's future updates include automatic resend for non-openers and enhanced landing page capabilities, which the healthcare treatment center can leverage for future outreach strategies.



MassMailer is the Better Way to Keep in Touch with Your Clients

By adopting MassMailer, the healthcare treatment center transformed its email workflows from disjointed, manual, and time-consuming to well-integrated, automated, and scalable. They were able to tremendously enhance the quality of client communications by gaining deeper insights through the integrated analytics.

MassMailer gave the healthcare treatment center a compliant, scalable, and efficient communication system that supported the organization's mission of delivering comprehensive care and dedication to wellness.

Try MassMailer for **FREE** → www.massmailer.io



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