

A Healthcare Services Firm

Case Study



How MassMailer Implemented A Toggleable Dual Email System for Reliable Healthcare Communication

A healthcare consultancy firm needed a reliable way to send real-time notifications to partner healthcare providers and hospital partners. The firm used Salesforce as its primary backend system to send notifications. Since these updates needed to be consistent, they wanted a solution that could overcome Salesforce's limitations and serve as a redundant system in the event that service went dark.

This case study highlights how MassMailer helped the consultancy overcome these hurdles to eliminate communication gaps.

The Challenge

The firm faced three main issues:

Salesforce Email Caps: Real-time notifications often push daily volumes over the 5,000 limit. This limitation disrupted urgent updates.

Deliverability Risks: Spam filters occasionally block notifications, thus preventing providers from receiving critical updates.

Lack of Redundancy: If Salesforce email services went down, there was no backup system to continue sending notifications in real-time.

The Solution

To overcome the above challenges, MassMailer was integrated into their systems. This now allowed them to:



Bypass Salesforce's Limits

- ✓ MassMailer handled notification emails that did not need to consume Salesforce's daily quota.
- ✓ This saved Salesforce email volume for other workflows while keeping time-sensitive alerts running smoothly.



Built-In Redundancy

- ✓ A toggle system was built into the system that could switch between Salesforce and MassMailer at the global or client level.
- ✓ If one service went down, the other could ensure zero gaps in real-time notifications.



Improved Flexibility

- ✓ If spam filters blocked messages on one provider, the team switched to the alternate provider until IT resolved the issue.

How was MassMailer Rolled Out?

MassMailer was implemented in stages:

- ✓ About 75% of clients were initially onboarded to MassMailer for notifications.
- ✓ New clients are added directly into MassMailer to reduce Salesforce license/email consumption.
- ✓ Testing during onboarding ensured that key contacts could receive notifications without spam filter problems.

MassMailer's API powered nearly all workflows. The team used the user interface only during onboarding and testing.

Key Takeaways

The impact of implementing MassMailer was clear:

Redundancy is Essential. Systems fail. Having a second option keeps critical operations running, and in this case, real-time notifications stayed live under all conditions.

Familially Improves Adoption: As a native Salesforce solution, a simple toggle made it easy to switch between services without the adoption woes that come with new, unfamiliar platforms.

Conclusion

The client's experience demonstrates how a healthcare-focused organization can build reliability into its communications. With MassMailer added to their tech stack, they reduced coverage gaps for critical communications, increased control, and improved service for their clients.

If your organization relies on Salesforce for time-sensitive notifications, you may face the same challenges:

-  **A 5000-email limit**
-  **Spam filters block critical communication**
-  **A lack of a backup if Salesforce's email services go down**

MassMailer is a Salesforce native solution that offers a way to solve all three problems. With it, you can also run and manage mass email and drip campaigns with ease.

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

The Outcome

The impact of implementing MassMailer was clear:

No Disruptions from Email Caps: The client was able to work around Salesforce's daily limit entirely for client-facing notifications. Critical messages always went through.

Stronger Reliability: Redundancy meant the system never had a single point of failure. Administrators could switch between providers in minutes.

Improved Deliverability: Spam filter issues no longer stopped communication. Switching providers gave the team a fast workaround until IT resolved the problem.



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