

MassMailer for RCCS Oncology Center: A Success Story

See how RCCS improved patient communications and streamlined bulk emails with MassMailer's Salesforce integration, templates, and multi-recipient support.

The spotlight of this case study is the Rofeh Cholim Cancer Society (RCCS), a nonprofit organization that addresses cancer challenges and provides support to families in need. From diagnosis to ongoing care, RCCS provides medical guidance, financial support, and vital connections to specialists for families.

RCCS, due to its global growth and increasing communication complexities, required efficient email tools. Let's explore how MassMailer made all the difference for their patient outreach.

The Challenges

Before implementing MassMailer for Salesforce, RCCS was grappling with several email challenges (especially with bulk emails):

Outreach Inefficiencies

RCCS had to send recurring, customized emails to numerous patients. However, the processes were manual and repetitive, making them inefficient for bulk email cases.

Patient Records and Privacy

All RCCS communications must comply with HIPAA regulations and support the management of complex contact preferences for minors, spouses, and other relevant parties. It was difficult to manage compliance at scale.

Data Complexity

RCCS frequently utilized Salesforce's custom and formula fields to store unique email IDs and contact rules, which exceeded the tools' inherent capabilities.

Expansion Issues

As RCCS's operations expanded, multiple internal teams required tools for bulk communications, such as financial approvals, outreach programs, and care management. The lack of a scalable solution created significant bottlenecks for smooth operation.

Multiple Contacts Per Case

For every patient record, multiple relevant contacts needed to be emailed simultaneously for case updates. This required advanced recipient logic, which RCCS was not equipped with.

The MassMailer Solution

Adopting MassMailer allowed RCCS to solve its complex email requirements, as well as streamline its bulk email processes to eliminate manual work and enhance outreach:



FIELD FLEXIBILITY

RCCS users can now select any Salesforce field, such as formulas and custom fields, as the “To” address, which facilitates their complex, patient-oriented preferences.



ROLE-BASED SENDING

The RCCS outreach team now uses MassMailer’s multiple sender and reply-to features, enabling campaign managers to send personalized emails on behalf of different teams.



UNIFIED BULK MESSAGING

MassMailer helped RCCS streamline bulk communications, allowing its financial and care teams to send weekly approval and notification emails more efficiently.



MULTI-RECIPIENT SUPPORT

RCCS can now send emails simultaneously to all contacts associated with a patient case using the “Additional To” fields. The tracking would automatically roll up to the relevant patient record.



TEMPLATES AND CUSTOMIZATION

With MassMailer’s drag-and-drop Email Wizard, users easily create customized templates and streamline campaign content delivery by program, region, or season.



EFFICIENT PROCESSES

Salesforce required RCCS to custom-build complex email flows, which MassMailer eliminated. It performed the work natively, significantly reducing the administrative burden on RCCS.



ROBUST SUPPORT

RCCS was extremely satisfied with MassMailer’s reliable, prompt customer service. MassMailer helped them scale up their email limits even during urgent campaign needs.

MassMailer for Salesforce: A Better Way to Campaign

MassMailer helped RCCS transform its Salesforce from a basic record-keeping platform to a powerful engine to drive meaningful communications.

With MassMailer, essential notifications (like grant approvals or program invites) reach patients and stakeholders in time. RCCS effectively utilized MassMailer’s flexible field selection, templates, and continuous support to improve and streamline their existing email workflows.

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



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