

Project: **The ASPS Generates Increased Response with Personalization**

Vertical Market: **Not-for-profit**

Business Application: **Collateral Management & Fulfillment/Personalized Collateral
Direct Marketing/Lead Generation**

Program objectives:

- Reduce cost of sending relevant information packages to callers inquiring about specific kinds of plastic surgery or looking for area plastic surgeons
- Increase conversion rate by delivering personalized and relevant information to callers

Significant results reported by user:

- 40% to 50% improvement in follow-through by callers compared to earlier fulfillment package
- 40% savings in mailing costs



ASPS: American Society of Plastic Surgeons



VERTICAL	Not-for-profit
BUSINESS APPLICATION	Collateral Management & Fulfillment/Personalized Collateral
CLIENT	American Society of Plastic Surgeons (ASPS) http://www.plasticsurgery.org The American Society of Plastic Surgeons is a non-profit organization and the largest plastic surgery organization in the world.
PRINT PROVIDER	The Document Centre http://www.thedocumentcentre.com The Document Centre provides prepress, mailing and fulfillment services, in addition to variable and short-run digital four-color printing.
AGENCY	SRK http://www.sturmads.com SRK, an advertising agency in Chicago that focuses exclusively on consumer healthcare marketing. Developing personalized marketing campaigns is a specialty.
HARDWARE	Xerox DocuColor 6060 with Creo RIP
SOFTWARE	Microsoft Excel, VIPP DesignMerge
TARGET AUDIENCE	Plastic surgery prospects
DISTRIBUTION	25,000 annually
DATE	Summer 2002, ongoing

DESCRIPTION	<p>When responding to requests from the public about plastic surgery procedures, the American Society of Plastic Surgeons (ASPS) used to send “ten pounds of information on plastic surgery,” says Arthur Sturm, President of SRK. The problem was that the information was generic, while prospective patients had very specific questions about particular procedures. The only piece of content that could be considered personalized was a list of local surgeons.</p> <p>SRK developed a personalized response package that would inform prospective patients about specific procedures. “The society’s members, the physicians, felt that this is how they should be communicating with people who are interested in plastic surgery procedures,” explains Sturm. “These are highly personal decisions.”</p> <p>Contact center agents collect information from callers, such as gender, where they live, and type of surgery they are considering. The agents enter the information into an internal database. Twice a week the information on the latest requests is sent to The Document Centre in an Excel spreadsheet. The Centre uses that information to create a customized information packet mailed within 48 hours.</p> <p>David Rohe, president of the Document Centre, says that getting the brochures to the prospects in a timely manner is important to for a successful outcome. “What we’re really trying to do is use the fulfillment piece as the way to begin the relationship.”</p> <p>There are four versions of a four-page, 8 ½ x 11-inch brochure that covers two categories of plastic surgery: one on reconstructive surgery, and three on cosmetic surgery, one aimed at males, one at older female and one at younger female audiences. The cover graphics reflect the age and gender of the caller, and are personalized with the caller’s name—for example, “A cosmetic plastic surgery profile for Jane Smith.”</p> <p>The inside of the brochure is a personalized letter drawing on up to 78 variable-printing rules: it’s addressed to the caller, uses their first name several times and contains information on up to three procedures, requested by the caller. The caller also receives contact information for at least six local plastic surgeons.</p> <p>The ASPS Director of Public Relations, Nancy Ryan, says the organization is pleased with the results. “Moving to a digital environment gives us several advantages. First, we can send extremely relevant, personalized content to our prospects. Plus, the on demand capabilities eliminate costly inventory of materials.”</p>
--------------------	--