



## DMS Health Group

Industry: Healthcare

Website URL:

<http://www.dmsgh.com>

iMarketing Automation

Customer Since:

September, 2003

DMS Healthgroup provides experience, expertise and quality with the most advanced diagnostic imaging technology, equipment and service available.

"We're finding so many more uses for [iMarketing Automation] than we'd ever planned."

—Lynn Speral,  
Marketing Director,  
DMS Health Group

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## DMS Health Group Achieves CAN SPAM Compliance Using iMarketing Automation

Before implementing iMarketing Automation, DMS Health Group was faced with a major business problem concerning how their email lists were managed. DMS Health Group's IP address was reported as a sender of spam and ultimately "blacklisted" causing all emails sent from their IP address to be blocked by internet service providers. This in turn impacted business-critical communications with major clients and vendors.

After evaluating multiple solutions, DMS Health Group realized that iMarketing Automation was the way to go. Not only would they gain CAN SPAM compliance, but also a better, more efficient mechanism for electronic marketing. They were also pleased to know that iMarketing Automation was an ASP solution so that the newest release would automatically be available without requiring an upgrade.

### CAN SPAM Compliance

Without a centrally controlled list or systems in place for complying with the CAN SPAM Act, it wasn't possible to guarantee email opt-outs; if a contact requested to be removed, then "hopefully" it would get done. However, even if the contact was removed from that list, they weren't removed from other lists across the company. Ultimately, DMS Health Group was able to gain CAN SPAM compliance by using iMarketing Automation to set up a centrally located contact database, add email opt-in functionality, and guarantee email opt-outs.

### Unforeseen Advantages

DMS Health Group has been able to leverage iMarketing Automation in many more ways than anticipated. Since compliance is crucial in their business, they've begun using it as an educational tool. Educational materials are sent out in an email, and then a survey is incorporated to test comprehension. Afterwards, the test results can be viewed graphically to see areas where further education may be necessary. Also, DMS Health Group uses iMarketing Automation to send out newsletters, product availability announcements, and employee surveys when information or feedback is needed on various issues. "We're finding so many more uses for it than we'd ever planned."—Lynn Speral, Marketing Director, DMS Health Group

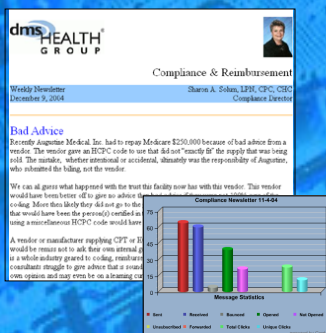


### Dramatic Cost and Time Savings

Another huge advantage made possible by iMarketing Automation's technology involves the management of installation surveys that are sent out to customers every time new equipment is installed. In the past, the surveys were mailed out along with a postage paid return envelope. Once the information was gathered it had to be manually entered into a spreadsheet.

*“iMarketing Automation has been instrumental in improving communications both internally and externally.”*

*—Brenda Iverson,  
DMS Health Group*



*“We look at Vtrenz as our partner in what we are trying to accomplish. We are so glad we implemented iMarketing Automation. When any other service providers call we simply tell them ‘We have a great tool—we’re not looking to make a change.’”*

*—Lynn Speral,  
DMS Health Group*

iMarketing Automation has allowed DMS Health Group to dramatically improve this process and has actually produced savings in both cost and time. Now, an email is sent out with an iMarketing Automation survey link. Once the customer submits the survey, an auto-response thank you email is generated and sent to their inbox. Next, all DMS Health Group has to do is log on to iMarketing Automation to see the individual responses and the aggregate results analysis of everyone who has filled out the survey. This gives business decision makers easy access to information as they continually strive to exceed their customer’s expectations.

Between the postage savings on installation surveys and on being able to send out electronic rather than paper newsletters, DMS Health Group has cut their print and mailing costs in half. Additionally, the time savings have been tremendous, considering the surveys no longer have to be analyzed manually—iMarketing Automation does it all.

### **New-Campaign Testing Abilities**

These low cost results have even prompted DMS Health Group to test out new campaigns. Through an adventitious campaign to the Manitoba Lodges Association, for example, the DMS Health Group was called on to send out AED (Automatic External Defibrillator) devices to remote areas—it resulted in sales, and typically the campaign wouldn't have even been executed.

*“iMarketing Automation has been instrumental in improving communication, both internally and externally. We look forward to new marketing opportunities now possible with iMarketing Automation.”* -Brenda Iverson, Marketing Coordinator, DMS Health Group

### **Positive Feedback for Online Communications**

By transitioning some of their communications from printed mediums to electronic mediums, DMS Health Group has saved money, and received positive feedback. “Our contacts like to not only be able to read [our communications] online, but also file them electronically for later reference,” noted Lynn Speral, Marketing Director for DMS Health Group. This is particularly important with messages related to compliance topics. Sending communications electronically also ensures communications are released in a timely manner and that recipients receive newly released information within hours instead of days or weeks as with printed communications.

### **Partners in Getting Results**

Right from the start, the professionals at Vtrenz were there to get DMS Health Group up and running with iMarketing Automation. Iverson recounted that, “It was taking us some time to get going, so Vtrenz contacted us and helped us execute our first campaign. It was a huge success! Within the first hour we had six potential customers.” In addition, Vtrenz provides ongoing training and support for iMarketing Automation users.

*“We look at Vtrenz as our partner in what we are trying to accomplish. We are so glad that we implemented iMarketing Automation. When any other solution providers call, we simply tell them ‘We have a great tool—we’re not looking to make a change.’”*—Lynn Speral, DMS Health Group

