

CASE STUDY

Digital Transformation and Communications Governance

3 minute read

At a Glance:

- Established enterprise-wide Communications Advisory Board to ensure ongoing communications governance and control
- Standardized documentation, QA processes and communications messaging across all outreach channels

Business Opportunity:

The client asked Engagys to develop a multi-channel model designed to scale their digital communications. As the use of digital channels gained momentum, goals included ongoing process sustainability and support for unique member journeys. The client was in need of people, processes, and technology to scale and keep pace with this momentum.

Engagys Solution:

Engagys deployed a full-spectrum solution including:

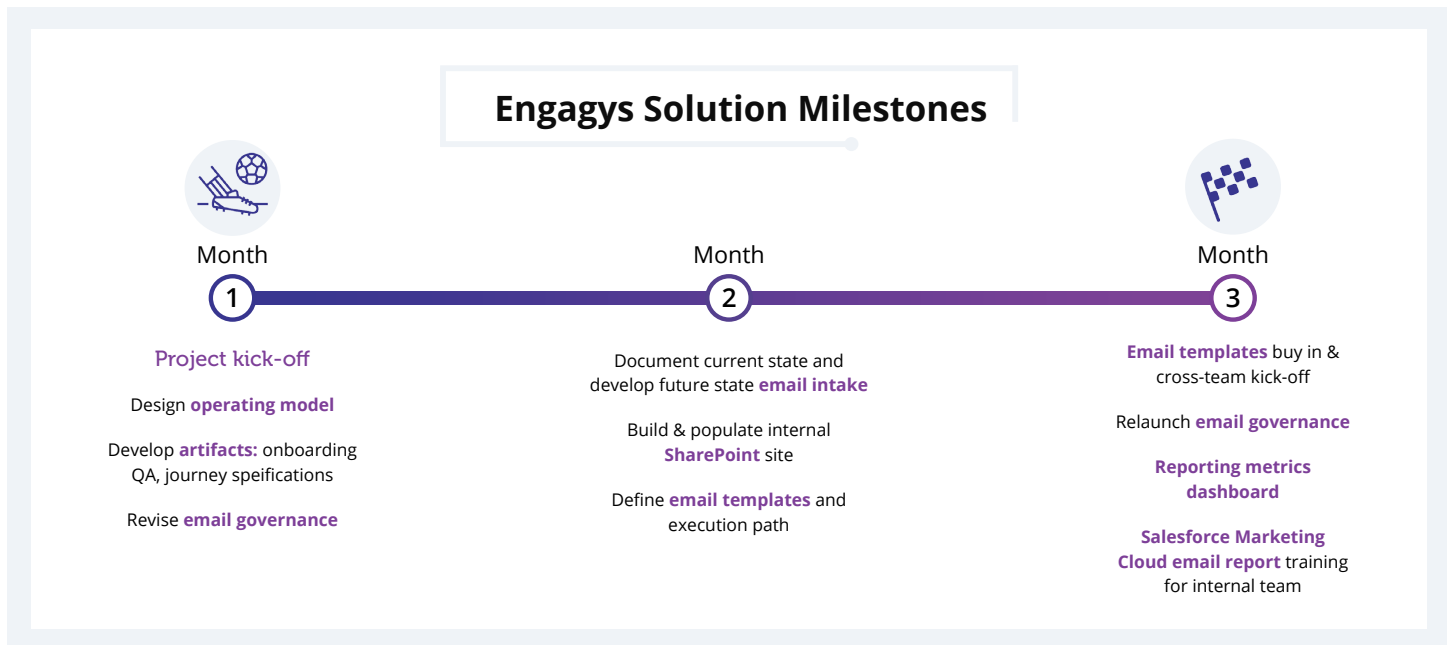
- **Governance:** portal verbiage and governance documentation updates
- **Revised email intake process:** including documented current state, defined new process, and pilot execution, establishment of a Communications Advisory Board
- **SMS text evaluation:** current state analysis and gap inventory
- **SharePoint deployment:** implementation and execution of SharePoint
- **Ongoing metric reporting:** weekly reporting including Salesforce Marketing Cloud reports and internal training
- **Template creation:** defined templates and path to execution



Client Type

Large, national health plan offering health insurance and similar services such as, dental, vision, pharmacy, Medicare, and Medicaid to meet the needs of individuals, families, employers, and healthcare providers.

Engagys Solution (Cont.):



Results:

- 15-20% reductions in net new communications through governance
- Transparent, consistent reporting developed on a standard, repeatable cadence
- Ability to modulate and optimize intentional consumer experience through better email planning and control
- Updated SMS text terms and conditions and standardized SMS text message creation process



About Engagys:

Engagys is the leading healthcare consumer engagement consulting and research firm. With decades of experience in healthcare and having deployed hundreds of marketing and engagement projects, Engagys has driven significant value in revenue generation, consumer behavior change and more.

[Learn](#) more about Engagys.