

CASE STUDY

SK&A Office-Based Physician List Helps Bankers Healthcare Group Increase Direct Mail Deliverability by 6 Percent

Company

Bankers Healthcare Group, Southwest Ranches, Fla.

Industry

Financing / Loan Services

Challenge

Bankers Healthcare Group (BHG) is a financial services provider for physicians and other healthcare professionals that primarily uses direct mailers to promote its brand reputation. BHG's previous healthcare data vendor delivered limited success, and they received "huge returns" from their first-class mailings, according to BHG Vice President of Marketing Chris Panebianco. "We were spending \$3,000 to \$4,000 per month on returned mail. When you're spending your budget on bad data, that's a problem," he said.

Solution

Panebianco approached SK&A in late 2010, seeking more reliable healthcare mailing addresses and lower returned-mail rates. SK&A's 100-percent deliverability guarantee was a huge draw for the company. Panebianco worked with SK&A sales representative Dan Franz to design direct mail lists to reach all BHG's target audiences. These lists included physicians, dentists, veterinarians and nurse practitioners in offices of one to five practitioners for mail that was deployed in the first quarter of 2011.

BHG also had SK&A evaluate its in-house mailing list with its DMR Source Verified service. "We found that many of these addresses were not accurate, so I was able to cut 1,000 pieces out per month and send higher-quality mailings," said Panebianco.

Results

After three deployments with SK&A data, Panebianco was very pleased with the direct-mail campaign results and plans to continue mailings throughout the remainder of 2011. For the physician, dentist, veterinarian and nurse practitioner list mailings, deliverability rates averaged 99 percent and higher. "Returns went down dramatically," said Panebianco. "We've seen a sharp decline in returns since using SK&A data. We're saving thousands of dollars a month on returns. We're not getting calls and faxes from offices telling us doctors died or moved like we used to."

"The response rate we got was also very good," Panebianco continued. "We're up 18 percent this quarter over the previous year, which is a new record."

"SK&A really stands behind its data, and the customer service is top of the line," Panebianco said. When BHG ran into a data formatting issue when they imported their order, Panebianco was pleasantly surprised when SK&A's Senior Director of Operations Albert Chang and Manager of MIS Dan Ortlip jumped in to assist with the solution. "Albert, Dan and the IT guys got on the phone until the issue got fixed," said Panebianco.

Panebianco's feedback on SK&A's customer service, in his words, is "all positive." "Dan Franz is a very skilled individual, and I've enjoyed working with him. He's always setting up calls to accommodate my schedule.

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