

Optimizing Postage Savings for a Leading Healthcare Organization

A prominent healthcare organization sought to reduce mailing costs while enhancing member engagement. O'Neil Digital Solutions partnered with the organization to navigate USPS promotional programs, implement innovative mailpiece designs, and leverage advanced technologies, resulting in substantial postage savings and improved communication effectiveness.

CLIENT

A Leading Healthcare Organization

FOCUS

Postage Optimization + Savings

OUTCOME

\$2 Million Annually

The Challenges





- **Navigating USPS Promotions:** The organization was unaware of the full spectrum of USPS promotional programs and the potential savings they offered.
- **Compliance and Registration:** Understanding and adhering to the specific requirements and registration processes for each USPS promotion posed a significant challenge.
- **Designing Eligible Mailpieces:** Creating mailpieces that met the criteria for promotions like Tactile, Sensory, and Interactive (TSI) Mailpiece Engagement and Emerging Technology required specialized expertise.
- **Misinformation from Postal Representatives:** Conflicting information from various postal representatives led to confusion and hesitancy in pursuing promotional opportunities.

The O'Neil Solution

- **USPS Promotions Guidance:** O'Neil identified eligible USPS promotions—like TSI, Informed Delivery, and Emerging Technology—helping the organization register and stay compliant.
- **Creative Mailpiece Design:** O'Neil used advanced printing to add tactile, interactive, and sensory elements that qualified for TSI promotions.
- **Emerging Tech Integration:** The team used Augmented Reality (AR) and Near Field Communication (NFC) to meet Emerging Technology promotion standards.
- **AI Content Creation:** O'Neil applied AI to quickly create personalized content and images, improving engagement and consistency.
- **Postal Guidelines Support:** O'Neil provided clear USPS guidance, reducing confusion from mixed messages from postal reps.

The Results

By implementing ONEsuite, this prominent healthcare company achieved remarkable improvements:

 Significant Postage Savings	By participating in multiple USPS promotions, the organization achieved substantial reductions in mailing costs, amounting to millions in savings.
 Enhanced Member Engagement	The innovative and interactive mailpieces led to higher response rates and improved member satisfaction.
 Streamlined Processes	The integration of AI and advanced technologies simplified content creation and campaign execution, increasing efficiency and reducing time-to-market.
 Improved Compliance and Confidence	With O'Neil's guidance, the organization confidently navigated USPS promotions, ensuring full compliance and maximizing available benefits.

Conclusion

O'Neil Digital Solutions' comprehensive approach to postage optimization empowered the healthcare organization to capitalize on USPS promotional programs effectively. Through expert guidance, innovative design, and technological integration, the organization not only achieved significant cost savings but also enhanced the overall effectiveness of its member communications.

Get In Touch

Explore how O'Neil Digital Solutions can optimize your postage savings.

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