

CASE STUDY

Healogics®



Healthcare Technology Reimagined





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The Challenge

Spanning over 600 centers across the U.S., Healogics provides advanced treatments for patients seeking to manage chronic wounds. With that many patients with varying needs, getting the visual communications right was a challenging task and Healogics' original print provider began falling behind.

Healogics entrusted a single provider to service and distribute to each of the 600+ wound care centers. The one provider managed all print and storefront needs but as innovative technology skyrocketed, the provider could not meet expectations and eventually decided to leave the industry. With the relationship spanning over a decade, Healogics was left with a large gap to fill.



Every wound care center is personalized to the specific region where it is located. Meaning, it caters to different cultures, preferences, etc. The previous storefront provider learned, managed, and executed for every different facility; they knew the ins-and-outs of the numerous components that made up the business. This created tremendous standards for a new partnership and a difficult relationship to recreate.

Where Healogics needed help:



A technology platform that could manage custom templates, static items, and inventory.



A partner who could understand the business and deliver. Someone who could grasp the concept of print mixed with technology and distribution.



A partnership-relationship with a reliable, practical, innovative, and scalable technology.

The Solution

Familiar with Drummond and its services, Healogics invited the Drummond team for discussions around storefront technology.

Solutions Healogics needed:



Promotional
Products



Branded
Merchandise



Signage



Marketing
Collateral

Not only were they looking for current solutions, but they were also searching for someone who could help expand their business.

Solutions Drummond recommended:



Wavelength, a highly customizable, online storefront that enabled end-to-end enablement + management of Healogics' marketing supply chain.



Data-driven, technology-powered **direct mail** to help Healogics effectively reach their audience and improve customer acquisition and retention.

Drummond became the clear fit for a partnership because of the complex capabilities the team could provide. Different from competitors, Drummond listened to Healogics' pain points and tailored solutions to their needs. The team also guided Healogics through TechTalks, discussions showing Healogics how to take their patient experience to the next level leveraging custom technology.

The Results

Able to manage and execute print combined with technology, Drummond's custom solution to Healogics provided their team with effective storefront order management and distribution software. This enabled Healogics to drive efficiency and provide personalization at scale.

Drummond x Healogics results by the numbers:

1900

Users

350+

Variable
Templates

350+

Static
Templates

1000+

Custom
Templates

98.5%

success rate after Drummond implemented
Wavelength

with active, around the clock problem solving to remedy
the 1-2% error.

From Project to Partner

For two years, Drummond worked with Healogics to create the right solution. And with five months of implementation, Drummond proved to Healogics their capabilities but more so how the team empowers clients.

What Healogics thinks about Drummond:



Reliable - Drummond always backs-up what they say they can do. They get things done.



Flexible - Drummond is always prepared with alternative options. They always know how to pivot and fix problems.



Advisor - Drummond listens to needs but always comes back with better solutions. They know what needs to be done and how to get there.



Dedicated - Drummond genuinely cares about Healogics and its patients. They care about how to make things better and more efficient for all parties involved.

DRUMMOND

experience **reimagined**

About Drummond

Drummond helps brands take their customers' experience to the next level by **bridging the gap between digital and print**, simplifying the process of taking an idea from concept to execution, and delivering the right solutions on time, every time.



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