



SOLUTIONS



HEALTHCARE

**Regulated
Industry
Communications**

ConnectiveRX balances regulatory requirements and customer preferences with Adobe Campaign, to deliver critical information to their audience

Challenges

- Impossible to analyze the volume of data (Database includes over 1 million healthcare providers and 2 billion prescription transactions)
- Implement tech solution that gives confidence of meeting compliance regulations and staying in compliance at all times with regards to communications
- Improve the value for our customers through better communications, connecting them with the critical information to improve their healthcare

Key Results

-  Manage a database of 1M+ Healthcare Providers and 2B+ prescription transactions annually through Adobe Campaign, with automation and dynamic content
-  Deliver orchestrated, cross-channel messages through email, mobile, web, and direct mail to connect patients with personalized content
-  Adobe Campaign provides insights, reports and metrics in moments as compared to the hours of manual work it used to take



As we move to orchestrated omni-channel messaging, the ease of getting these campaigns set-up and the confidence we have that they are being run the right way is a significant win for us."

David Weatherbee
Sr. Director of Communications, ConnectiveRX

[Watch the Video](#)

