



Mater Health Services

Mater Health Services is one of Queensland's largest health organisations, with seven hospitals and more than five thousand staff. Each year it cares for around half a million people.

Since the first hospital opened in 1906, the Sisters of Mercy and Mater staff have upheld the philosophy and Mission of offering compassionate care to the sick and needy according to the values of mercy, dignity, care, commitment and quality.

www.mater.org.au

Improve of communication processes, reduce costs and save time

Mater Health Services use Hybrid Mail to revolutionise communication with their patients

Improving quality and productivity while maximising savings is the goal of every organisation. It's the key to profitability. Australia Post eLetter solution's – based on PrintSoft's Hybrid Mail technology – can help organisation's achieve this goal with our professional mail preparation and production service.

eletter solution's offered services are a powerful ally in consolidating mail and costs – to help save business time and money in preparing and producing mail. Its superior personalisation and speed to market capabilities, combined with the quality and cost efficiencies of eletter solution's nationwide print and distribution network (Hybrid Mail

network), adds up to an extremely effective and valuable solution for targeting audiences.

Automated online, eletter solution's services is a highly efficient, cost-effective and flexible service for managing direct and transactional mail communications. It works by firstly formatting your data into the required communication template, including addressing, appending DPIDs and pre-sorting to access all available postage discounts. The document is then placed into the the eLetter Solutions nationwide print network where it is printed, folded and lodged into the mail system for prompt delivery – all managed from your desktop.

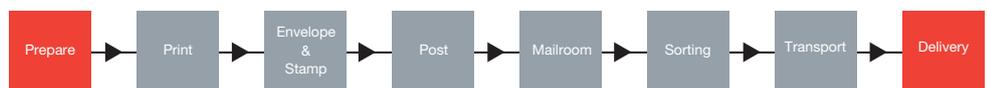
The Challenge

Sending out appointment letters to a selection of outpatients has helped reduce costs and save time for Brisbane's Mater Health Services.

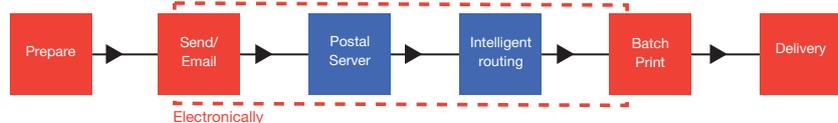
Looking for ways to improve its communication processes, Mater Health Services recently undertook a trial using Australia Post's eLetter Desktop service (eLetter Solutions' branded version of PrintSoft's Hybrid Mail).

eLetter Desktop is an easy to use software tool that enables personalised communications to be created on the desktop and be transferred electronically to Australia Post for printing, folding, inserting into envelopes and lodgement into the mail.

Traditional Mail



Hybrid Mail Solution



Case Study Mater Australia

The Solution

The organisation decided to use eLetter Desktop to send out appointment letters to patients from a selection of its outpatient clinics.

"The clinics chosen to participate in the trial were sizeable enough to get a sense of whether or not this service could be expanded to the rest of the clinics within the organisation," explains Michael Strachan, Director, Health Information Services.

The eLetter Desktop trial was a huge success, according to Michael. "The hospital had been experiencing a problem with patients not turning up for appointments booked months in advance, which was costly and an inefficient use of hospital staffs' time. eLetter Desktop enables letters to be sent out two weeks before a patient's appointment – and since the beginning of the trial not one patient has missed an appointment," he says.

The hospital has also reduced costs associated with sending out appointment letters and the process was much more efficient than the method used previously.

"We no longer need to have staff placing letters into envelopes and transporting them to our internal mail service for franking. The delivery of the letters was also quicker. eLetter Desktop is a really great service that any organisation with sizeable mailing should be investigating and implementing," affirmed Michael.

As a result, Mater Health Services is planning to implement eLetter Desktop for as many large and regular external mailings as possible.

Michael also says the responsive and collaborative relationship with the staff from Australia Post made the eLetter Desktop trial a smooth and successful process.

This case study refers to the use of eLetter Solutions' branded version of MailDirect known as eLetter Desktop.

PrintSoft

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About PrintSoft

PrintSoft is globally recognised as the pioneer of variable data composition technology for high speed printing.

PrintSoft provides software solutions for creating highly personalised, dynamic documents for transactional, direct-mail, white mail and transpromotional applications. PrintSoft has the largest installed base of service bureaux clients in the world. With installations in over 50 countries, PrintSoft offers its customers unparalleled breadth and depth of expertise.

PrintSoft can provide a customised solution that suits your ongoing needs, enabling you to effectively communicate with your customers.

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