

Sample

Messaging Guidelines

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Background

The client was a document management and SaaS company. They hired the agency to differentiate them in the marketplace and create better messaging for their brand touchpoints. I lead the target market research effort to understand the specific pain points of the client's target audiences as well as the value their customers receive from the client. The study also delved into the differences the audiences perceived between the client and their competitors. Along the way, we gleaned other key insights about document management that we also turned into messaging.

What follows is the messaging blueprint I created from the insights learned during the research. It includes key messages for specific pain points, value propositions, differentiators, and other key insights for three distinct audiences.



Healthcare Target Audience

1. Pain Points for Healthcare Target Market

Disorganization

Patient records out of order, boxes upon boxes everywhere, hours spent looking for a single patient file because there's a legal proceeding requiring that superbill, so of course it's nowhere to be found. Sound familiar? Being frustrated searching for paper records is the worst. It's time to free yourself from the disorganization of paper. You deserve a better workday.

Hours Wasted

How much of the day does your team spend looking for patient files? If it seems like they waste a lot of hours, it's probably because they do. It's a misuse of everyone's time to be searching through paper records. It's time to take back the workday and empower your team to be more productive.

Record Availability

You spend hours and hours searching, organizing, labeling, filing, and shaking your head over the loss of hours in doing so. Think of what your department could do when your patient records are viewable within just a few keystrokes. They can be cross-referenced, secured, shared, and accessible from anywhere. If that sounds like bliss, call us.

Classifying Documents

Healthcare providers are way past just digitizing paper documents. You need information categorized, cross-referencing optimized, and workflows maximized. Your teams need reliability, security, and streamlined processes so that you're not tripping over data issues all day. Have more conversations about patient needs and less about patient records.

Inefficiency

It's frustrating to know you're paying people to be inefficient. If your team is spending hours searching, filing, archiving, and managing paper, you're paying them to be ineffective. If they weren't struggling with paper records anymore, what could they do with all that time? How



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much more could they accomplish?

Costs of Inefficiencies

If you calculated what you're spending to pay people to look for information, how much would that add up to in a year? Now tally the toll of information frustration on your employees' morale. Add in the lost opportunities to build value to the patient experience. We're guessing that's a big number. When you think about your document management needs, think first about what it's costing you to continue to make do with what you have.

Storage Inefficiencies

When you are building more physical infrastructure to accommodate all the paper files, it's time to rethink processes. You don't need more space and filing cabinets. You need freedom from paper files. Storing paper is expensive, because it's not just the cost of real estate square footage. It's the opportunities lost because you have trapped all the information where it is unusable until you dig through and find it-somewhere on a piece of paper, in a file, in a cabinet, in a room. You're bound to that room. If that sounds like a drag, it's because it is.

Lack of Security

Data breach. Those are two words you never want to say in your healthcare organization. When accessing and securing patient records is your job, you can't afford mistakes, even innocent ones. You need a reliable, streamlined document management system that allows your team access while still giving you secure control over the information.

We're healthcare information specialists with deep expertise in EMR, EHR, and billing accounts. Trust us to build an intuitive system that incorporates your processes into the infrastructure. Your employees will be relieved. Your boss will be grateful. And you will be free to focus on facilitating patient satisfaction.

Technology Issues

Process Compromise

Your process should always be at the heart of any technology you employ. It shouldn't hinder the way you work; it should enhance and optimize it. Unfortunately, too many healthcare organizations struggle with the technology organizing the patient records. Their processes become compromised and everyone loses.



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Learning Curve

Sure, there's always growing pains with new technology, but your staff shouldn't be ready to revolt over it. Ease the learning curve by working with a technology provider that has supported many healthcare organizations through upgrading to digital solutions.

Decline in Customer Service

Wouldn't it be nice to have conversations about patient needs instead of patient records? When problems with the document management technology undermine your ability to provide world class customer service, it's time to reevaluate your technology partner.

Due to Technology Issues

Extended patient wait times, patient visits taking longer, physicians frustrated by technology issues, any of these sound familiar? Document management affects so many people and processes that getting it wrong costs the entire organization. With so much riding on patient satisfaction, you can't afford the wrong technology solution. The right technology partner understands all the HIPPA requirements and can facilitate efficient workflows for your healthcare organization.

Information Loss

Digitization should never cause information loss. It should facilitate greater utility of what used to be on paper. When you have linked records, dependent files, and other documentation intricacies, you need a partner that is well versed in all those nuances so that you have complete confidence in the integrity of your digitized records.



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2. Value Propositions for Healthcare Audience

Excellent Customer Service

Responsive

What good is a technology partner if they aren't responsive to your needs? You want a vendor you can reach in a call or a few clicks. We do that plus show up at your door ready to take care of whatever you need.

Personal Service

The first time we show up on site, roll up our sleeves and solve the problem, customers often say, "Wow, I didn't think you'd be here so soon." The next time we stop in just to see how it's going, they say, "Gee, we've never had such personal service." Yeah. We get that a lot.

Commitment

We made a promise to ourselves 25 years ago that we would provide exceptional customer service. That commitment has never wavered. It's in our company DNA, inseparable from who we are. Talk to any of our healthcare customers. They say it better than we can. Customer quote: "Honestly, the COMPANY NAME people that we were working with, you just love them. You couldn't help it was like, oh, I'll do anything for them. Because they were there for you. They were engaged."

Communication

It doesn't happen often, but when there's an issue with your records, we will let you know. Our job is to help you, not to hide problems.

Done right, technology integration is a transparent process of collaboration. While we teach you all the capabilities of the technology, we learn about how your healthcare organization uses information. With our expertise, and your knowledge, we build new possibilities together.

Find Documents

Now and then, a client can't find a document in their digital records they sent us to scan. They sheepishly call and say, "I know you shredded the original, but I can't find the document in the digital form anywhere. I don't know how else to look for it." We don't mind those calls in the least. And we find it. Every time.

With document management, you can do cool things like change the search language to Boolean, so you can find records by encounter number. You can cross-reference, filter, index, assign



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alternate categories, build standard queries, utilize optical character recognition-almost anything is possible. (In short, we can really geek out on this with you.)

Family Run Business

This isn't just a job to us. Document management has been our family business since 1996. Honesty, integrity, caring-these aren't just words to us. This is who we are and what we bring to work every day. We treat our employees and customers with care and respect because they are our family too. We don't take them for granted.

Organization & Efficiency

Find By Clicking

The only downside to digitizing is all the exercise you miss out on when you're not scrambling to different filing cabinets and rummaging through them. Yeah, reducing all that running around to a few keystrokes, that's pesky.

Make Everything Searchable Data

The key to transforming your documents into searchable databases is scanning and organizing. We have yet to find a document that we couldn't find a scanning solution for. Payroll, AP, board minutes, doctor's notes, scribbles in the margin-bring it on. We love a challenge.

Accounts Receivable

You can't control when an account will pay you. You can control the friction between you and the records management that gets the bills out on time. When you reduce the number of days to getting cash in the door, you wonder why you didn't digitize sooner.

Optimize Workflows

Digitizing isn't a scan-and-scoot process. We've walked many healthcare professionals through the planning steps, helping them visualize the information in new ways. When they see the never-before-imagined opportunities digitization can give them to optimize their workflows, their eyes get wide with amazement and relief. This is so much more than scanning documents, it's life changing.



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Fair Pricing

Our healthcare customers tell us our prices are very reasonable, given the product and customer service they receive. While we are not the lowest price out there; they've experienced the high cost of choosing the bargain service-which is why they now work with us.

Accessibility

Imagine your office when everyone can log in and access the records they need, when they need them, from anywhere they are. No more tiresome calls and emails to chase things down, just productivity. Accessibility gives everyone the freedom to work how they want to work.

Up-to-Date Technology

Technology is one of those things that when it's right, it's effortless and makes everything better. And when it's wrong, it's a battle that creates a cycle of frustration and worry. You belong with a document management partner at the intersection of cutting-edge technology and healthcare operations experience. That's the sweet spot that makes everything go smoothly for you.

"This was the best thing we ever did." "My staff loves the software, we can find what we need. It's a really really easy process." We hear this over and over. And we never tire of it.

Records Destruction

When all your records are digital, adhering to the state schedule of document destruction is easy. Adhering to statutes of limitations for records destruction becomes almost a non-issue. You are free to access, review, and destroy at your discretion.



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3. Differentiators for Healthcare Audience

Quality

We hear from people who aren't our customers that quality services are scarce in our industry. Funny, when we work with them, we never hear those complaints again. Don't put up with anything less than quality from a document management partner. It costs too much of your time, money, and sanity.

Customer Service

It's easy to make promises. And you've heard them all before. You'll hear a lot of the same claims from every document management vendor. But when you ask around, you'll find that our customer service is second to none. That's the biggest difference between us and them and the one that counts.

Cost

Healthcare budgets are lean and mean. And we have dozens of healthcare clients that are reaping the benefits of our innovative technology within their budget. Ask us how we can fit our technology to yours.

Knowledge of & Experience in Healthcare

Knowledge of EMR Technology

It's not enough to understand scanning and document management software. You need a partner who knows EMR data storage and productivity. Because what you do, how you do it, the regulations you're bound by, and the workflows you manage-these issues are integral to the solution. Without detailed knowledge of healthcare record keeping and patient data management, a vendor is just selling you a package and the transition will be painful.

Talk to Other Healthcare Organizations

More healthcare organizations across the state are reaping the benefits of digitization. They have less inefficiency, greater organization, and more time to focus on their clients. We can give you a list of other healthcare providers we have worked with. Call them, ask them what they can do now because of their work with us.



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Key Insights from Healthcare Audience

Customer Service is Key

Following Hospital Procedures

You've got certain procedures in place because that's what your organization mandates. We're not here to tell you how to do things, just how to leverage technology to do them better.

Collaboration

You are the expert on your workflows. We know how to leverage technology to streamline those processes. Our collaboration is the key to getting it right.

Camraderie

Our employees tell us how much they enjoy the camaraderie they have with our clients. It comes from rolling up their sleeves and digging into files right alongside our customers. When the client sees us getting our uniforms dirty, they know we are just as committed as they are. There's a tremendous sense of loyalty between us that comes from working side by side.

Optical Character Recognition

You never know which piece of information you will use to search records. It could be a patient name, medical record number, physician, date of birth, date of service, etc. With optical character recognition technology, everything is possible. Isn't that relief?

Word of Mouth is Paramount

You're not about to go into this process with an unknown vendor, so it's critical to get a referral from someone you trust. Ask other healthcare organizations who they rely on. Our name will come up. And in the meantime, here are some testimonials from people in your industry about their experiences working with us.

Cost Concerns

We get it. Revenues in healthcare are decreasing due to declining reimbursement rates. When your budget is too tight for ongoing scanning services, you're stuck between scanning documents yourself or destroying records. If we can't get costs in line with your budget, we will help you figure out the solutions for you to go forward. You are our client for life, even if you need to make tough financial decisions. We understand and we will do as much as we can to help you.



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Wish They'd Digitized Sooner

We've never had a customer say, "Yeah, I should have waited to digitize our documents." The efficiencies gained not just in searching for records but also in optimizing workflows make them wonder why they ever put it off. The increases in efficiency make every part of their day better.

File Organization

One thing we hear over and over from clients is they wish they had thought more about the organization of the medical records before they archived them. In twenty-five years, there isn't a medical record or workflow we haven't optimized. Lean on our experience to help you design the best possible structure for your digital records. You know your procedures, we know the technology, together we can plan and organize your document management systems so you aren't wishing you'd done anything differently.