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Sales Support — No.1

Stimulating healthcare facilities to outsource

CLIENT: ARAMARK Canada Ltd. – Healthcare Support Services

PRODUCT/SERVICE: Managed support services for healthcare facilities

SITUATION:

Even though there had been considerable pressure on hospitals and other healthcare facilities to reduce costs, senior management focused on the medical side to achieve these savings and support services received little attention. Approximately 95% of healthcare facilities were self-op (managed support services internally). Management at these facilities was reluctant to turn operation of support services over to third parties.

Competition was particularly strong from regional managed support service providers.

OBJECTIVE:

To increase sales and the range of ARAMARK managed healthcare support services in 100+ bed acute care facilities.

STRATEGY:

Communicate the cost savings and service improvements derived from outsourcing non-core support services.

Develop a database of buying decision makers in every 100+ bed healthcare facility in Canada to support direct sales efforts.

TACTICS:

“Imagine” series mailings to senior management in target facilities. The mailers provided case studies, highlighting tangible cost savings and service improvements at hospitals utilizing managed services by ARAMARK.

Mailings consisted of a personal letter, case study mailer, and a response mechanism.

RESULTS:

The “Imagine” series, in conjunction with other marketing initiatives, initiated growth resulting in 50% **sales increases over the following three years**. Within five years, what was the lowest growth, lowest profit business area for ARAMARK became the highest growth, highest profit area.

