ST. JOSEPH HEALTH SYSTEM

St. Joseph Health System implements Exclaimer Signature Manager Exchange Edition to centrally add relevant campaign banners to their corporate emails.

St. Joseph Health System is the main healthcare provider in ten counties making up the Brazos Valley of central Texas. Starting as a small 35-bed hospital in 1936, the organization has now grown to 611 licensed beds in seven locations. As the largest provider of healthcare in the region, St. Joseph Health System is renowned for being a leader in critical care, open 24 hours a day, and with state-of-the-art equipment for complete management of the most difficult emergencies.

The need to give marketing ownership

As a Catholic healthcare organization, St. Joseph Health System is challenged to provide quality care and respond to the needs of their community. Email is one of the main marketing tools used by the organization, so it was decided to add campaign banners to all employee signatures in order to increase awareness of upcoming local events and initiatives.

However, with a database of thousands of contacts, the complexity of enabling this plan soon became apparent. Time consuming and resource intensive, it was clear that a dedicated software solution was required to give marketing direct control over any signature content, allowing them to automatically add new banners as and when they were required.

Choosing the right tools

A number of different products were researched and assessed on a combination of functionality and price. In the end, Exclaimer Signature Manager Exchange Edition was chosen due to the software's unique ability to address the challenges they were facing. Also, with the marketing department not being allowed access to crucial systems like the Exchange server, a tiny change to email signatures would have been an enormous undertaking from an IT perspective.

Exclaimer Signature Manager Exchange Edition offered St Joseph Health System the ability to configure specific email disclaimers, marketing message, and the design of each email for Outlook and mobile devices. The organization was also given the ability to see the added communication banner, disclaimer, signature and marketing message after it was sent, which is not a function offered when sending through Exchange. All users would now have visual confirmation of the processed email within their Sent Items each time.

At a glance

Country: USA
Industry: Healthcare
Founded: 1936
Website: stjoseph.stlukeshealth.org

The challenge

- Too complex to add campaign banners to all outgoing emails
- Marketing had no control over email signature management

The solution

- Implementation of Exclaimer Exchange email signature software company-wide
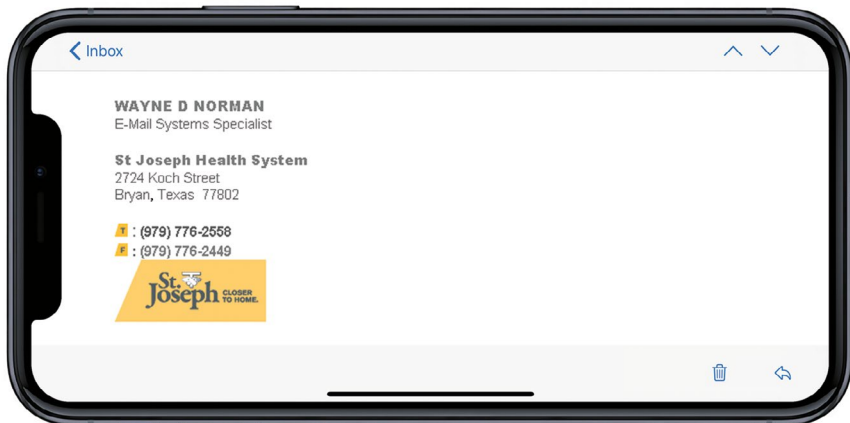- Professional assistance from the Exclaimer Support Team

The benefits

- Email signature management now run by the marketing department
- Significant time savings for the IT team
- Campaign banners can easily be added to all emails

Products and services

- Exclaimer Signature Manager Exchange Edition

"As mail admin, I needed to find a product that was quick to install, didn't require a system restart, was easy to configure, and simple to operate," explained Wayne Norman, Email Systems Specialist at St. Joseph Regional Health Center, the main campus of the organization. "By all accounts, Signature Manager Exchange Edition met these requirements." Expecting to take half a day to teach the marketing department how to use the software, IT handed over everything in less than an hour, safe in the knowledge that no further IT work was required.

Setup for success

After implemention of Signature Manager Exchange Edition, the day-to-day running of the software is now the responsibility of the marketing department. It eliminated the manual IT labor cost and simplified the design process so that all employees would be guaranteed to be using the right email signature.

Productivity rates increased dramatically once Signature Manager Exchange Edition was deployed. What would have required significant manual effort - pulling data from multiple databases, adding banners to each email, asking IT to implement new campaign banners for all employees - has been automated. This allows marketing to focus solely on the creative aspects of their campaigns.

"I will definitely be recommending Exclaimer in the future," states Mr Norman. "The software is so easy-to-use, it is not invasive like other solutions, and taking signatures off the Exchange server provides me with so much more flexibility."

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> **Wayne Norman**
> Email Systems Specialist