

WHITE PAPER

Personalized Mail for Healthcare Marketing: Build Trust, Drive Results

For healthcare organizations navigating strict regulations and limited advertising channels, direct mail offers a secure and highly effective way to reach patients.



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Executive Summary

This white paper explores how personalized, data-driven mail campaigns are helping healthcare providers build trust, boost engagement, and increase ROI—especially when powered by USPS tools and expert partners like Direct Mail Depot.

The Role of Direct Mail in Healthcare

Direct mail is tangible, secure, and perceived as trustworthy—essential traits in the healthcare space. In fact, nearly half of healthcare marketers use direct mail as the **centerpiece of their omnichannel campaigns**, and many report using just four channels in total.

Why Direct Mail Works for Healthcare:

- ❖ Tangible and private communication.
- ❖ High response rates across demographics.
- ❖ Strong recall and trust for sensitive topics.
- ❖ HIPAA-compliant with the right partner, like DMD.

Direct mail makes healthcare feel more personal and secure.

Customization Drives Results

Tailored messaging is essential in healthcare. At DMD, our Digital Variable Color Printing enables:

- ❖ One-to-one messages for different demographics or conditions.
- ❖ Personalized enrollment options or plan details.
- ❖ Region-specific outreach.

Personalization builds trust and helps patients take action with confidence.

Enhance Campaigns with USPS Tools

- ❖ **Informed Delivery®:** Provide a digital preview of mail and add a clickable CTA.
- ❖ **QR Codes & PURLs:** Link directly to patient portals, videos, or appointment booking.
- ❖ **Retargeted Mail:** Follow up on website visits with secure, personalized messages.

These features improve visibility and convenience without compromising security. They also qualify for USPS postage savings.

Proven Results:

Direct mail yields an average ROI of 112% in healthcare, surpassing SMS, email, and paid search.

DMD's Expertise in Healthcare Mail

Healthcare organizations often lack in-house expertise for direct mail. DMD is your trusted partner and provides:

- ❖ Strategic planning and list segmentation.
- ❖ Design and messaging support.
- ❖ HIPAA-compliant print and fulfillment.
- ❖ SOC 2, Type 2 Certification, confirming our ability to securely manage data and protect customer privacy.
- ❖ Tracking, reporting, and campaign optimization.

Let DMD help you build compliant, high-performing mail campaigns that truly connect with your patients.

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