



Healthways

Case Study



Healthways is the largest independent global provider of well-being improvement solutions, and through their offerings, the company aims to engage consumers in healthcare.



The Challenge

Through its offerings, Healthways aims to engage consumers in healthcare.

Healthways wanted their sales approach to also be very engaging by providing prospects with educational content of interest to them. Prior to Postwire, the best case scenario was that the sales team was sending emails with relevant content to prospects, but that didn't always happen.



The Solution

Healthways selected Postwire to better manage and share relevant content, engage prospects and nurture those relationships. It's a centralized resource for up-to-date content available to the sales team.

The marketing department develops and collects many pieces of educational content, including industry news, thought leadership articles, analyst reports, etc. While marketing organizes and manages all of the content through Postwire and shares what's new with the sales team, it's the sales team that determines what's most relevant to their prospects and is empowered to share that content as appropriate. Since they know the prospects best, they can provide only the most pertinent pieces via Postwire, along with tailored messaging, so it's highly personalized.

Postwire provides a way to start a dialogue with prospects – once a rep can see the prospect is viewing/accessing the content, they can leverage that and reach out to them.



The Results

Metrics-wise, the sales team is seen as a purveyor of insight and industry issues, and Postwire helps them to be more helpful and productive, enabling them to better nurture prospect relationships to help drive client engagement. Also, their efficiency has increased.

One sales rep has said he can have an authentic dialogue with 3x more people – it's not spam, it's based on relevant content.

The company has been so happy with the solution that it has rolled it out to account management as well. They are leveraging Postwire as a replacement to newsletters, as it allows them to customize and push select pieces of relevant content to clients based on what's appropriate to their specific needs and interests.



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James Kanka, Marketing Specialist



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Postwire is a web and mobile tool for privately sharing information and multi-media content, visually organized and accessible from one easy-to-find location to build client and prospect relationships.

“Instead of sending your client off to your website for a pricing page, your YouTube channel for customer testimonial, your Facebook page for a photo, and your blog for last week’s article, Postwire allows you to collect all of those disparate pieces of content into a simple, easy-to-view page where you can focus your client on the content that really matters.”

Cliff Pollan, CEO, Postwire

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