

PRESS RELEASE

FOR IMMEDIATE RELEASE

MODERN POSTCARD AWARDED ADVERTISING AND MARKETING SERVICES AGREEMENT WITH PREMIER

CARLSBAD, CALIF., (April 2, 2019) — Modern Postcard, a leader in direct mail marketing and high-quality printing for nearly 25 years, has been awarded a group purchasing agreement for Advertising and Marketing Services with Premier. The new agreement allows Premier members, at their discretion, to take advantage of special pricing and terms pre-negotiated by Premier that allow them to create effective direct marketing and print campaigns to boost customer/patient acquisition and retention.

“Healthcare organizations face both challenges and opportunities to expand their customer base,” said Jeanine Norlin, Senior Marketing Manager for Modern Postcard. “Although the healthcare industry is experiencing an economic boom, a one-size-fits-all marketing approach could wreak havoc on short-term ROI and long-term profitability if market conditions change. It’s imperative for Premier members to leverage data to create personalized marketing campaigns that effectively engage existing and prospective audiences.”

Direct mail has seen a resurgence thanks to big data and its ability to locate and reach high-yield customers with tailored messaging. Modern Postcard’s extensive services and powerful mailing lists allow Premier members of all sizes to create and send effective mail pieces with pinpoint accuracy.

“By combining our highly targeted data with both direct mail and integrated digital programs such as email, web and mobile display, we now provide a complete solution capable of reaching virtually any consumer,” adds Keith Goodman, Modern’s VP of Sales and Marketing. “This is a powerful solution that is now available to all organizations in the Premier network.”

Whether sending millions of brochures to national audiences or tailored offers to local customers, Premier members will receive preferred pricing and access to an exclusive network of dedicated Modern Postcard consultants. This ensures all members will benefit from lower costs and superior marketing expertise to help them continue to grow in 2019.

“We’re committed to sourcing industry-leading service providers to give our members a competitive edge in their markets,” said Stephen Rich, Contract Manager for Premier. “That is why we are excited to connect our network with Modern Postcard so that members can receive premium services at discounted prices.”

About Premier

Premier is a leading healthcare improvement company, uniting an alliance of approximately 3,900 U.S. hospitals and 150,000 other providers to transform healthcare. With integrated data and analytics, collaboratives, supply chain solutions, and advisory and other services, Premier enables better care and outcomes at a lower cost.

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About Modern Postcard

Modern Postcard helps businesses in all industries acquire new customers and retain existing ones through complete and customized direct marketing solutions. This includes high-quality print products, full direct mail services and integrated digital programs, such as email, web display and more. All campaign planning, list and data services, creative, printing, mailing and tracking are managed in-house from the company's state-of-the-art facility in California. For more information, call 800.406.1705 or visit modernpostcard.com.

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Media Contact

Jessica Biondo
Marketing Communications Manager
800.959.8365 x2454
jessicab@modernpostcard.com