

# Intelligent Database Marketing Services

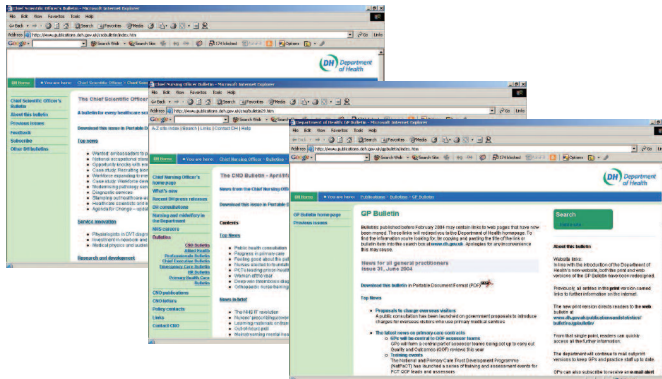
## Department of Health Communications Database



The **Department of Health** is reputed to be the largest employer in the world, employing a workforce of whom many are highly skilled and used to changing roles in order to gain experience and develop their careers.

Given such a dynamic group of employees, communicating with them at an individual level presents a considerable challenge. To assist this task **Tangible Data** was appointed by **COI Communications**, the government agency working for the Department.

Initially the task was to design, build and manage a single database to facilitate communication with senior nurses by both on and off-line communications. Additionally the database was intended to reduce mailing costs by increased use of email. Once operational it was envisaged that the database would provide a route to broaden communications by adding other staff groups.



### The solution

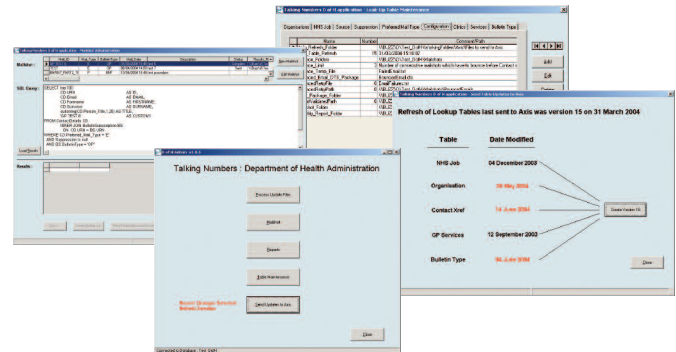
To provide the flexibility and scalability required, Tangible Data opted to build the database using Microsoft SQL Server 2000 with interfaces and additional functionality provided using Visual Basic and .net.

Tangible Data's email marketing suite, eTD was incorporated into the solution to provide full bulk email capabilities as well as response handling and tracking. This added an electronic response mechanism to assist in the objective of moving communications on-line where possible.

### Operational considerations

Tangible Data provides a full response handling and data capture capability, giving the Department of Health a more efficient means of communication with staff groups such as senior nurses and GPs through regular and ad-hoc campaigns.

The database is hosted by Tangible Data at its offices in Cirencester and all database operations are handled on behalf of COI and the Department of Health by the operations team.



### Results

The database initially included a large proportion of senior nursing staff and subsequent campaigns have sought to boost the numbers opting to receive regular updates of news and information from Department of Health.

GPs and Chief Science Officers can now opt to receive regular news alerts and communications in the form of DH Bulletins.

Activity aimed at ensuring data held is up-to-date and compliant with current legislation and direct marketing good practise is a key element in ensuring the effectiveness of the database underpinning the Department of Health's direct communication programme.

Recipients are always presented with the opportunity to migrate to email as a means of receiving information and in this way the database helps support the drive towards regular, cost effective communication.