



REALMAGNET.COM

Visit www.realmagnet.com to learn more about how MagnetMail can help you create emails with both form and function.

“OUR RESPONSE RATE HAS NEVER BEEN BETTER!”

Adrienne Adler, Director of Marketing,
PennWell Corporation

HEALTH CARE |||||||

MagnetMail is the key to healthy communication.

Health care is under pressure on all fronts. The public demands for cost efficiency, accountability and increased service mean that your communication efforts must be rapid and accurate.

Health care is an industry that relies on its partners and constituents, and MagnetMail is designed to facilitate those relationships. Communication is easy with the web-based MagnetMail application, which lets you:

- **Send messages via email, mobile, RSS and fax.** Different people have different ways of communicating. From email and fax to RSS and mobile messaging, MagnetMail ensures that your communications are sent to recipients based on their preferences.
- **Quantify the results.** You need to know if your recipients are reading your important messages, so MagnetMail includes real-time tracking data to help you collect quantifiable results and inform your next move.
- **Rely on industry-leading delivery rates.** Your messages are often important and time-sensitive, so you can't afford to have your emails lost in cyberspace. Real Magnet's top priority is the delivery of your messages so that you don't have to worry.
- **Collect information.** MagnetMail has an integrated survey and form module, allowing you to easily collect valuable feedback and data from your clients and partners.

In addition, you'll enjoy other core features of MagnetMail, including:

- Reduced costs
- Built-in testing tools
- Integrations with multiple CRM applications
- Dynamic content and personalization
- Integrated event management
- Enterprise features for complex businesses
- Dedicated 24/7 customer support

Among the health care firms using MagnetMail:

- Johns Hopkins Health System
- Inova Health System
- BayCare Health System
- Fairview Health Services
- Business Health Services
- Sonus
- HIMSS Analytics
- American Health Care Association (AHCA)
- America's Health Insurance Plans (AHIP)
- The United States Pharmacopeia (USP)

Request a demo to learn more about how MagnetMail can help your health care business.

MAGNETMAIL = EMAIL + EVENTS/SURVEYS/MOBILE/RSS/FAX