

NEW DIRECTIONS BEHAVIORAL HEALTH

New Directions Behavioral Health, founded in 1995, is dedicated to helping people find a healthy balance and improve health through positive change. They provide managed behavioral health care, employee assistance programs and student assistance programs.

As behavior change experts, they provide a full range of proven practices to help individuals attain healthier and more balanced lifestyles. In fact, they serve the behavioral health needs of millions of people across the nation.

IN THEIR WORDS

“NextPage’s marketing portal has been more than just a money saver. It’s given us the time and resources to focus on the things that are important to us, like effective client communication.”

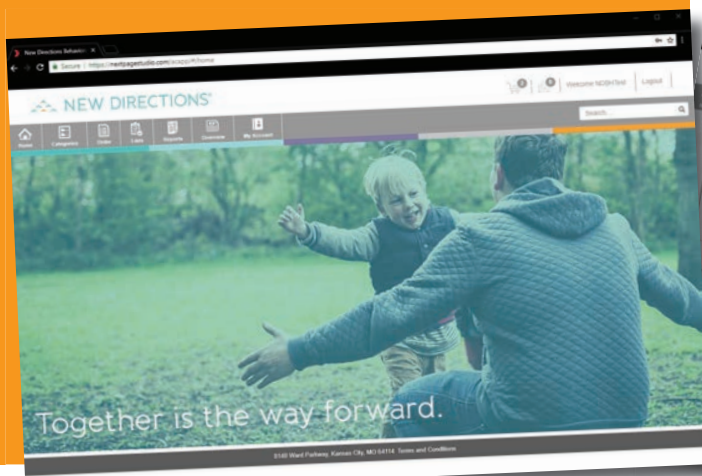
*Molly Narendran, New Directions,
Director of Marketing and Communications*

THE PROBLEM

COMPANY GROWTH CREATED A CHALLENGE IN MARKETING OPERATIONS

New Directions has enjoyed significant organic and acquisition growth over the past decade. With that growth comes the need to be able to further scale their business, especially from a sales, account management, and marketing operations perspective. As the business has increased over time, the amount of inbound collateral requests from both clients and account management to the marketing team has also increased. New Directions started with an analysis of the number and type of requests from both clients and account management their marketing team received. It then made sense to analyze existing operations and workflows. They identified several bottlenecks and redundant processes that resulted in inefficiencies.

New Directions had a choice; continue to add head count to keep up with the amount of inbound requests or put a portal in place to scale to the current and future need without adding additional personnel over time.



THE SOLUTION

NEXTPAGE'S MARKETING COMMUNICATIONS PORTAL PROVIDES EASY ACCESS TO COLLATERAL, ON-DEMAND PRINTING, AND SPEND TRACKING

Facing these challenges, New Directions chose NextPage for a Marketing Communications Portal solution. New Directions' product templates and marketing assets were loaded to the online portal.

The portal now allows sales reps, account management, and marketing operations to access both sales and account management collateral.

Marketing operations is able to order on-demand collateral printing, large format printing, or inventoried products. All inventory, fulfillment, and shipping is handled by NextPage. The portal also allows for client spend tracking, robust reporting, and streamlined monthly billing. Future planned releases will also enable integration with New Directions' ERP system to better allow for both internal and external client related real time activity tracking and spend.

THE RETURN

NEW DIRECTIONS WAS ABLE TO DO MORE WITH LESS STAFF, THUS REALIZING SIGNIFICANT BUDGET SAVINGS

Once the Marketing Communications Portal was implemented, New Directions began to see immediate cost savings.

Approximately \$60,000 in future marketing head-count budget savings will be realized.

These savings will allow New Directions to implement new marketing programs and strategies.

