



Supporting Patient,  
Document Fulfilment  
and Marketing  
Communications



Latcham Direct is a market leading provider of hybrid mail, data processing, digital print, cross-channel marketing and fulfilment solutions to customers throughout the UK, all of whom want improved patient and marketing communications.

We aim to provide the following:

- Cost reduction and time efficiencies
- Reduce DNA (Do not attend) appointments by focusing on patient engagement
- Our data, print and fulfilment solutions have the highest level of security
- We deliver campaigns and projects on time and work to exceed expectations with the planning and delivery of projects
- We are NHS IGSoC (Information Governance Statement of Compliance) approved and have N3 (Health and Social Care Network (HSCN)) connectivity
- Our solutions strive to support the wider digital transformation agenda

Our specialist team work with a range of private and public sector health & associated service providers throughout the UK including:

- NHS Trusts & GP Surgeries
- Ambulance Trusts
- Private health care providers
- Health insurers
- Opticians
- Dentists
- Veterinary practices
- Pharmacies
- Social Care

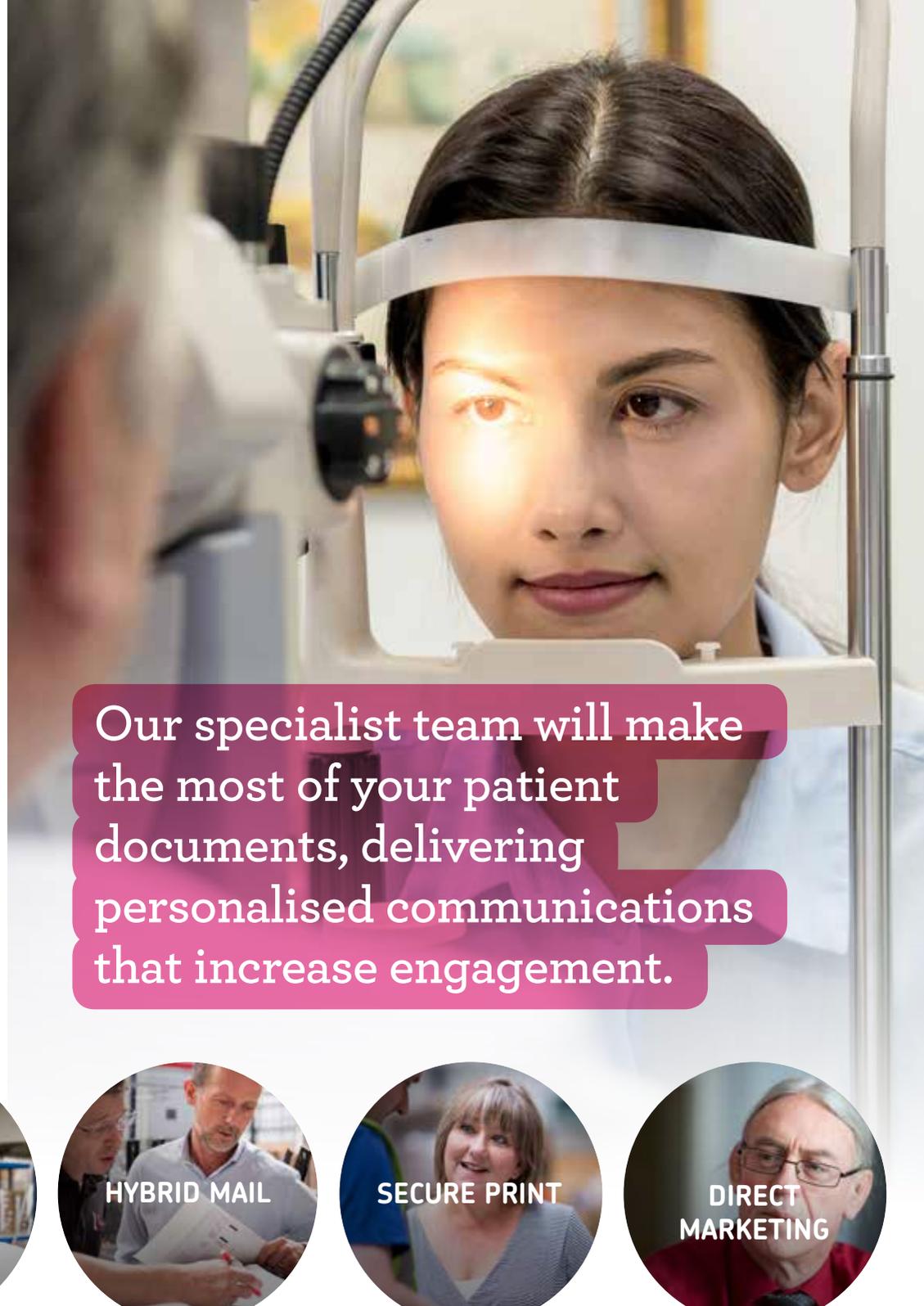
We have the highest level of security for the safe transfer of patient data, which is underpinned by a rigorous audit and annual data security approval process. We work within the highest standards of data security & Information Governance, investing heavily in our technological infrastructure to ensure data security.

**IGSoC**

Making the Most of Your Patient Communications



Our specialist team will make the most of your patient documents, delivering personalised communications that increase engagement.



## We deliver a range of solutions to the NHS

Latcham Direct is proud to support the NHS, working with over 10 NHS trusts, delivering patient communications, across departments including:

- NHS Professional Membership Services
- Cytology referral and results communication
- Sexual Health
- Ophthalmic
- NHS Doctor appraisal management
- Medical cards, practice billing, appointment letters & reminders and test results
- Appointments and results letters

What we deliver is integral in providing patient communications. Our solutions support the daily, weekly, monthly and annual processing of patient communications, sending out regular and ad hoc mailings of any size to patients and Healthcare professionals. Our specialist data and document team also process and check large quantities of data, within deadline within our secure production facility.



We are proud to support the NHS in delivering cost effective patient communications

Making the Most of Your Patient Communications



## Private Sector Healthcare Solutions

Not only do we support the NHS, we also work alongside a range of organisations that deliver private health services whether it is for humans or animals.

Our approach means that our customers can utilise which ever services are relevant to them, building a bespoke package that offers best value and with our specific sector insight, we can bridge the gap between the need for health and wider marketing communications.

From data to digital print & print management, digital campaigns, fulfilment and postal optimisation, we can support any campaign and help to utilise data in the right way to improve patient and customer engagement.

We also provide a range of added value services which include:

- Cost reduction and time efficiencies
- Our data, print and fulfilment solutions have the highest level of security
- We continue to invest in state-of-the-art digital print and print management technology which means we can print much more without compromising on quality
- The Latcham team are experts in both patient communications and multi-channel marketing campaigns there we are best placed to support all your engagement needs

- We deliver campaigns and projects on time and work to exceed expectations with the planning and delivery of projects
- We have a specialist team of Account & Project Managers who will support the delivery of your project throughout each and every stage
- We have specific sector insight and will work with, as a trusted advisor and strategic partner, making the most of your data to deliver campaigns that exceed expectations

We have specific experience of:

- Working alongside insurance companies to deliver all kinds of multi-channel communications including welcome packs, renewal notices, statements and marketing campaigns
- We have specific experience of supporting Opticians and Dentists with patient and marketing communications
- Supporting private health care providers with all forms of patient and marketing communications across print and digital
- Our range of solutions also benefit veterinary practices, enabling them to improve appointment, statement, invoicing and marketing communications

Making the Most of Your Patient Communications



**Latcham Direct are market leaders in delivering personalised communications across print and digital channels**



## Hybrid Mail

Our Hybrid Mail solution uses next-generation print and mail management software. It enables the centralisation of print and the fulfilment of documents, which means we can pass on significant cost savings through bulk postal discounts and reduced operational costs as well as support increased productivity and document security.

You only pay for the number of documents that are actually processed through the system; that way there are no upfront software costs and you can start saving straight away. So how does it work?

When letters are created they are printed and Desk to Mail automatically collects, checks, sorts and prepares the mails for centralised production.

Once in the correct format Desk to Mail securely sends mail to be processed by our centralised production facility. Letters can even be sent as emails if this is the preference of your customer.

The solution allows you to track exactly where each mailing is in the printing and delivery process. It then reports the status back to the sender as well as compiling the data into management reports.

For more information on how Latcham Direct can support your health care communication needs, please contact:

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