



Vopz™ Revolutionizes Healthcare Promo Marketing

Challenge

Healthcare organizations often use promotional marketing to create positive, long-lasting brand experiences — ranging from service anniversaries and performance awards to logo apparel for hospital employees, care kits for patients, and branded giveaways at community events. However, these programs typically involve hours of administrative work, countless emails and complex spreadsheets.

Solution

Taylor Healthcare's Vopz virtual pop-up shops have simplified the administration of promotional marketing programs for healthcare organizations nationwide. Vopz virtual pop-ups shops streamline the ordering process and eliminate the need for emails and spreadsheets, allowing hospital staff to focus more time on patient care.

- The healthcare organization creates a "wish list" of promo items they would like to offer.
- Taylor's promotional marketing team creates a custom Vopz shop to display those products.
- A URL or QR code linking to the Vopz shop is shared with the healthcare organization and the site is launched with a pre-determined end date for orders.
- Taylor Healthcare automatically compiles orders and provides a summary with press proofs for client approval.
- Completed promo orders are shipped to the healthcare facility or directly to individual homes, per each customer's preference.

Results

Taylor Healthcare's Vopz system makes it easy for healthcare organizations to execute sophisticated promo marketing programs.



PROCESS EFFICIENCY

Vopz captures the order specs, size preferences and delivery details, dramatically simplifying program administration.



PROGRAM TRANSPARENCY

Order volumes and shipment status are tracked in detail for end-to-end control and visibility.



USER EXPERIENCE

The seamless online ordering experience of a Vopz virtual pop-up shop strengthens brand perception.