

impact marketing



a payer acceleration program

Integrated Marketing Programs for Accelerating Payer Adoption

You've discovered another way to connect with your business customers—e-billing and e-statement delivery. To complete your implementation plan you must consider one more crucial component: marketing. How will you market this new e-service to your payers? How will you communicate its value to your business customers? What are the best ways to promote your new service? Where do you start?

CheckFree i-Solutions offers you assistance in answering these questions through our Impact Marketing *Payer Acceleration* program.

We apply our e-billing experience to your world

As the leading provider of financial electronic commerce services, software and related products, we have gained valuable experience in effectively marketing e-billing solutions and driving user adoption in the marketplace. Our Impact Marketing Payer Acceleration program leverages this expertise to provide the business-to-business (B2B) arena with proven marketing materials tailored to meet your unique requirements.

Our Impact Marketing Consultants can provide you with marketing program ideas that have been successful in increasing adoption of our customers' e-billing offerings. And, if you'd like, they also can collaborate with you on your marketing plan development and execution, including setting payer adoption goals, planning campaigns and applying optimal tactics to achieve your desired results. Their electronic billing and payment experience, industry knowledge and marketing expertise complements your company's resources.

Whether you need assistance with market research, marketing communications, or public relations, we're ready to help. We can even collaborate with you to enhance your campaign with creative concepts and content creation. We're here to understand your business objectives and then help you achieve them.

We'll help you connect with your payers

Marketing your e-billing and e-statement delivery solution requires preparation and planning. Our Impact Marketing Consultants can jump-start the process by working with your team to gain a thorough understanding of your goals.

■ Needs Assessment

Through our Needs Assessment, we learn as much as we can about your business, your payer base and prior marketing initiatives. Together we explore marketing opportunities and discuss best practices for marketing e-billing and e-statement delivery solutions. We can also help identify those segments of your customer base that are most likely to enroll in your new e-service. Then we summarize what we've discovered and make preliminary recommendations — including tips you can put to immediate use.

How You Benefit: Your Assessment is a fast, focused way to set goals and expectations, understand marketing options and learn from the collective marketing experience of a broad base of organizations working to drive adoption.

CheckFree Impact Marketing complements your efforts to execute marketing programs that increase payer adoption of your e-billing and e-statement delivery service.

**CheckFree Impact
Marketing provides:**

- **Marketing needs assessment**
- **Assistance with developing campaign tactics and customized marketing programs**
- **Marketing tools and messaging**
- **A how-to guide for marketing your service and driving payer adoption**

■ **Program Planning**

Based on the Needs Assessment, CheckFree will help you develop strategic and tactical marketing plans for meeting your campaign goals.

These recommendations take into account your budget, your payer base, the abilities of your infrastructure, cross-selling opportunities and the resources available to execute your plan. We can even help you with the development of creative concepts and content.

How You Benefit: The Needs Assessment translates into actionable plans tailored to your specific requirements.

■ **Program Execution**

Once your plan is complete, our Impact Marketing professionals can consult with you on the execution of tactics you have selected. From copy review to creative development, we can offer guidance based on experience and best practices. And once you've executed your programs, we can assist in analyzing the results.

How You Benefit: You learn from the collective experience of companies marketing e-billing and e-statement delivery solutions.

We'll help your payers see the true value

The key to a successful e-billing and e-statement delivery solution is payer adoption. Which means you must be able to articulate the value proposition of using your service to each of your business customers. That's where CheckFree's Impact Marketing program can help. Our Impact Marketing Consultants can work closely with you to develop an effective marketing campaign that focuses on educating payers, generating payer interest and ensuring a quick transition from paper to electronic billing.

After years of experience, our consultants know how to effectively communicate the benefits of e-billing solutions. We can supply you with proven marketing tactics to entice your payers to utilize your service such as offering payers discount terms for using your application, or making special offers available to payers online only. Together we can determine what will work best in your organization based on your payer base. And, we'll support your campaign with creative samples for reaching your audience, as well as program evaluation. Our number one goal is to help you increase payer adoption.

We go farther so you get closer

Part of the value of working with CheckFree i-Solutions is the ability to leverage supplemental materials developed by professionals with extensive experience in the marketing of e-billing solutions. For example, we will provide you with the *Impact Marketing Guide*, a valuable handbook for marketing your e-billing and e-statement delivery service through activities that educate payers and motivate their behavior. The Guide includes information on trends in e-billing and e-statement delivery, examples of effective marketing tactics, creative samples, and valuable research you can use to plan your campaigns for driving payer adoption.

Think of CheckFree i-Solutions as an ongoing partner in your efforts to enhance your connection with your business customers and set a higher standard in customer relationship management. We look forward to getting started on your adoption marketing program.

To learn more about how Impact Marketing can add value to your e-billing and e-statement delivery strategy, contact your CheckFree i-Solutions Relationship Manager.

