

## Case Study: San Francisco Health Plan

“ Marqui has shown a strong interest in getting to know our business and has been very proactive in making sure all of our needs are met. ”

Marcelo Vigo | Project Specialist  
San Francisco Health Plan



### San Francisco Health Plan

San Francisco Health Plan is a city-sponsored health plan providing health insurance to more than 55,000 San Franciscans.

**Industry:** Government

**Founded:** 1994

**Subscribers:** 55,000 +

**Website:** [www.sfhp.org](http://www.sfhp.org)

### Goals:

- Decrease IT bottleneck
- Empower non-technical users to update individual department's web pages
- Integrate email campaign management with content management system

### Results

- Reduced IT bottleneck on website updates
- Increased website traffic significantly
- Successfully integrated email campaigns, for implementation of e-newsletter

### Challenge

As a large organization, San Francisco Health Plan (SFHP) was having an enormous problem with an IT bottleneck on website updates. The departments required all of their updates to be approved by both IT and Marketing while the updates themselves were being handled by one swamped IT professional, leaving the website constantly stale and out-of-date. In addition, they were using a separate solutions for their email campaigns and were having difficulty integrating their analytics with their current technology solution. SFHP was looking for a product that allowed multiple users to quickly and easily update their website's content with little or no IT involvement combined with an integrated email solution for accurate email analytics.

### Solution

SFHP selected Marqui's Web Marketing Complete solution, determining that Marqui was the best fit in terms of price and functionality. SFHP was also happy to discover that Marqui partners with a translation service that was also a good fit for their organization. Now, website content can be edited, approved and released in a matter of minutes and email campaign analytics are integrated into one single-vendor solution.

### Benefit

Since implementing Marqui, SFHP has been able to eliminate the IT bottleneck. SFHP has had success with Marqui's email campaign features, and for the first time is able to send out e-newsletters with complete, accurate and real-time analytics that integrate easily with the rest of their web marketing technology. Based on the success of their initial project, Marqui's software was implemented for SFHP's company intranet and non-technical employees are now empowered to update their department web pages themselves.