

# Healthy Directions

**\$800K**

in annual  
savings

**10%**

reduction in  
staffing costs

**50%**

reduction in  
cycle times

Founded in 1985, Healthy Directions has grown to become the #1 direct-to-consumer source of natural health advice and doctor-formulated nutritional products.

## The Challenge

When Healthy Directions first contacted Continuum, the company faced several challenges with their direct mail print production process. Healthy Directions' executives outlined the following goals to revamp their print management workflow:

- **Improve print procurement and production service** to internal clients, including marketing, creative and merchandising departments
- **Provide better support and innovation** for the increasingly agile needs of the organization
- **Ensure project continuity** by retaining in-house knowledge and employees
- **Create greater visibility and transparency** with metrics and reporting

## The Solution

In order to better understand Healthy Directions' business and evaluate potential savings opportunities, a Continuum audit team spent six weeks researching the company—gathering production data, pricing elements and process flow and meeting one-on-one with key department leaders across the company—before making the following recommendations:

- **Outsource all print procurement and production-related responsibilities to Continuum**, effectively streamlining and centralizing all processes
- **Transfer current print production employees to Continuum** to be led by a Continuum-infused, on-site team leader
- **Realign print procurement team** to match the needs of the internal clients
- **Deploy Continuum Gateway**, our proprietary technology platform, to manage all activity and reporting

## The Benefits and Results

The solution designed and implemented by Continuum for Healthy Directions delivered the following benefits and results:

- **Delivered \$700,000 in print procurement savings**, allowing for reinvestment in immediate client acquisition
- **Reduced postal costs by \$100,000** through optimization
- **Reduced staffing costs by 10%** while creating a more proactive, efficient print production team
- **Reduced cycle times by 50%** through improved workflow and better supply-chain management
- Improved coordination between marketing, creative and merchandising—delivering optimal campaign management—therefore **increasing sales and ROI**