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pmi health group

Dear Kate,

**What do you do when your staff have more than just the blues?**

With a wealth of academic studies proving the strong connection between our mind and body, it's no surprise that staff, employees and managers can experience depression for weeks or even months.

This month, our team of medical practitioners have been looking at CBT (Cognitive Behavioural Therapy) as a practical way of addressing deep depression in employees.

**FREE GUIDE**

**The Beginner's Guide to Cognitive Behavioural Therapy:**  
Diane Hatton, Registered Mental Health Nurse at PMI Health Group explains what it is, how it could help your staff to handle stress and its role in reducing sickness absence.

[READ GUIDE](#)



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DIRECT EMAILER

We welcome your views on relevant debates in our industry or on a particular issue. Email the Editor at [eb.editorial@pmi.com](mailto:eb.editorial@pmi.com)

email of the month

**Transparency is a healthy choice**

Making reward transparent by many employers is a total reward is highly visible within the firm. This includes people of being open and transparent about their performance. It may be a difficult decision to make but it is a good thing and a lack of transparency can lead to demotivation. People know there are often, they are aware of the market and this information available, staff can help to improve their transparency helps to improve the business.

**HEAVY LIFT**

Is this the future for your staff?



**DIRECT MAILER**

pmi health group fit for business

Insurance & employee benefits  
Absence management  
Claims management  
Occupational health  
HR advice centre

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**A healthy outlook?**

From nanotechnology to robotic surgery, PMI Health Group's Compliance Director Mike Blake considers why the future of healthcare will be different.

**WEBSITE HR ADVICE CENTRE**

Do you look like you're cherry-picking your staff on health grounds?



**DIRECT MAILER**

Q & A

**HEALTH INSURANCE**

You ask the questions **mental health**

HI reader puts mental health employment expert in the hot seat

At any one time one in six workers is experiencing a mental health problem such as stress, anxiety or depression. Yet new research shows that employees are still afraid of discussing mental health at work. When the charity asked HI magazine to support taking care of mental health in the workplace, we decided to hand over to a reader on the frontline of workplace health.

## WILLIS PMI GROUP - LEAD NURTURING



“ Cameron Wells have lots of great ideas and are really creative. We feel this campaign has been an outstanding success on a number of fronts, not just in the impressive appointment rate and return on investment. We have been complimented on our non-pushy, professional and co-ordinated approach. ”

Kate Kilpatrick, Marketing Manager, Willis PMI Group

CIPR North West PRide Awards 2013: Best Integrated campaign: Winner  
How-Do Awards 2012: Best B2B Integrated marketing communications campaign: Winner  
Cover Excellence Awards 2011: Marketing Initiative of the Year: Winner  
UK Broker Awards 2011: Marketing Campaign of the Year: Finalist

## WILLIS PMI GROUP - LEAD NURTURING

Willis PMI Group is a leading provider of employee healthcare and risk management services, including health insurance, Occupational Health services and absence management.

### Objectives

- Generate 100 qualified leads (sales meetings) with senior HR professionals at FTSE 250 companies.
- Raise awareness of Willis PMI Group's unique combination of medical and insurance expertise amongst large corporates.

### Strategy

To open doors to senior HR decision makers at some of the UK's largest employers, we created an integrated lead nurturing strategy, using media, DM, eDM, telemarketing and a new website.

The campaign maintained regular 'soft sell' communications over 12 months to keep Willis PMI Group top of mind throughout the cyclical insurance purchasing cycle.

Each month, our targets were sent a copy of food magazine 'Delicious', together with an attached fruit-themed postcard and covering letter. Both included a link, (as did a corresponding emailer, sent a few days later), to an objective advice article on a topical HR issue. The entire campaign ran for a year – so targets received 12 copies of 'Delicious', 12 emailers and links to 12 different advice pieces.

Offering a free subscription to a popular magazine generated considerable warmth towards the brand and provided an excellent ice breaker for the telemarketing team.

Click through and open rate data from the emails were analysed, and prospects 'scored' in advance of 'soft sell' follow up every 3 months.

Incentivised survey questions in customer newsletters generated headline grabbing statistics on a range of healthcare risks, from Cognitive Behavioural Therapy to workplace musculoskeletal ill health.

A new website was created with the same distinctive fruit branding and an online HR Advice Centre, packed with relevant information, including the features used for the DM campaign, ad-hoc legislation updates, online calculators and links to useful resources for HRs.

### Results

- Nearly one in four of our target audience agreed to a sales meeting
- 228 meetings with large corporates set (vs the agreed target of 100), a 23% appointment setting rate
- The campaign generated positive feedback, including an HR contact at Goodyear who commented that it was "the cleverest marketing campaign he had seen in 25 years" and that he "would not have agreed to a meeting had it not been for the great marketing."
- Average email open rate: 13%; click through rate to advice guides: 20%
- Website unique visitors increased by 22%
- Over £100,000 worth of positive media coverage in core HR titles with opportunities to see hitting 2,398,530