

IDville Case Study – St. Mark’s Medical Center

St. Mark’s Medical Center is a brand new 65-bed, 93,000 square foot hospital serving the residents of Fayette and Lee counties in central Texas. This state-of-the-art facility is an expansion of Fayette Memorial Hospital, which has been serving the community for over 80 years, upholding a mark of quality healthcare coupled with compassion and professionalism.

As with any new business, it is important to get your name out into the community. Joe Piszczor, St. Mark’s Special Projects Administrator, was looking to do just that when he came to IDville. St. Mark’s was hoping to create a VIP system that benefited the people that would be coming into the hospital. The decision was made to create a card that each member could carry with them to be reminded of the services that St. Mark’s provides, but that would also provide them with special services and hospital discounts.

“People apply for [the card] then they get a discount at the cafeteria and free notary service. They can sign up and be mailed newsletters for St. Mark’s,” Piszczor explained. “Anyone in the community can sign up and get the card.” The VIP system is a great marketing tool; designed to be carried in a wallet, the card will act as a constant reminder of St. Mark’s.

In order to make the most of your VIP cards, it is important to design them to be colorful and eye-catching. Todd DeBoer, ID system specialist, consulted with Piszczor prior to his purchase. “Joe wanted an easy-to-use system that would allow him to design and create his own look using the hospital’s logo,” said DeBoer. “I advised our Dual-Sided Premier System which provides vivid, edge-to-edge 300 dpi color printing, dependable and affordable card personalization and easy installation and set-up.”

“Todd was very helpful,” noted Piszczor. “Working with IDville has been an overall very good experience.” The VIP cards have been designed and feature the hospital’s logo on both sides along with critical hospital information. St. Mark’s wanted a unique, but useful marketing tool, and IDville made that possible.

