Broadridge®

ContentHub
Your Multi-Channel content management and distribution platform

Your teams can easily access and deliver print and digital communications, including kits, brochures, flyers and more

Sales and Marketing content needs to be relevant and delivered effectively to enhance the consumer experience, drive desired behaviors and deliver business results.

With Broadridge's ContentHub, you can access real-time, on-demand collateral and deliver it digitally or in print.

MANAGE YOUR COMMUNICATIONS EASILY

Innovative healthcare organizations rely on ContentHub to manage their collateral—from meeting brand and regulatory requirements to distributing content across channels.
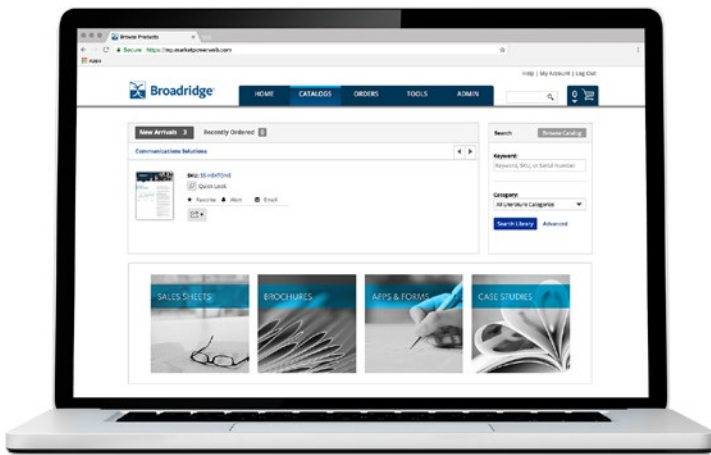
With flexible business rules and user permissions, your communications can be created and updated by marketing, reviewed and approved by compliance, and selected and presented by sales and other teams.

ContentHub can be accessed directly or through seamless integrations. You can send print and digital communications to one or multiple recipients without leaving your CRM system.

In addition to digital delivery, ContentHub provides efficient print-on-demand (POD) capabilities, leveraging Broadridge's sophisticated fulfillment technology, proven processes, and print and postal optimization solutions.

DELIVER BOTTOM-LINE RESULTS

- Ensure brand consistency and compliance
- Streamline print and digital content management
- Customize communications for individual recipients
- Sync with CRM and Digital Asset Management systems
- Offer an intuitive, single sign-on ordering process
- Provide insights on each piece of material within a searchable content library
- Help manage expenses with sophisticated POD process, inventory and activity reporting
- Deliver real-time data to understand effectiveness of communications

ENABLING HEALTHCARE COMMUNICATIONS DISTRIBUTION

FEATURES AND BENEFITS FOR SALES AND SERVICE USERS

Collateral Management and Delivery
Quickly find, organize and disseminate print and digital materials that meet member and patient needs

Digital Personalization and Customization
Dynamically tailor content for each individual for more impactful communications

Digital Order Processing and Delivery
Leverage your CRM plug-in for mobile and iPad order fulfillment, and send content to recipients digitally

Order Management
Users can order on behalf of another user

Efficient fulfillment and Print-on-Demand process
Newly rebuilt end-to-end POD technology and proven processes allow lower costs, speed, and accuracy

COMPREHENSIVE SYSTEM

Hub and Spoke Architecture
Access content from various locations, including your intranet and microsites—securely and effectively

Integration Compatible
Integrates seamlessly with CRM and Digital Asset Management systems

FEATURES AND BENEFITS FOR ADMINISTRATIVE USERS

Customer-Centric User Experience
Customize the portal for each group, providing an optimal user experience

Control at Your Fingertips
Select contacts, customize, preview, order and confirm shipment and receipt of printed materials
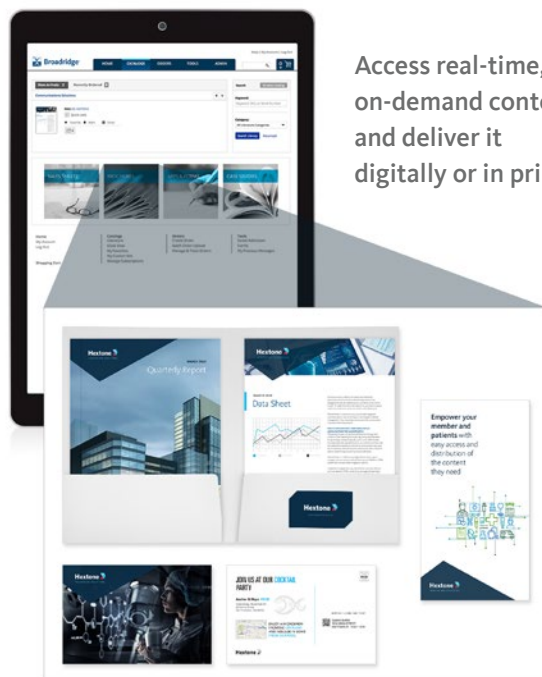
Compliance Controls
Administer key controls, including business rules, user access, security privileges and subscriptions

Comprehensive Reporting
Order, track and report all activities, expenses and outcomes in real-time

Access real-time, on-demand content and deliver it digitally or in print.

Contact us today to learn more about ContentHub by visiting broadridge.com/video/ContentHub or calling +1 866 359 0456.

Broadridge, a global fintech leader with over $4 billion in revenue and part of the S&P 500 index, provides communications, technology, data and analytics. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

broadridge.com

Ready for Next

Communications
Technology
Data and Analytics

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