



The Centers for Disease Control and Prevention (CDC) launched comprehensive email alerts to improve service to citizens and further its mission “to promote health and quality of life by preventing and controlling disease, injury, and disability.” CDC uses GovDelivery® Email and Digital Subscription Management to communicate time-sensitive health information quickly and efficiently to stakeholders.

CDC’s NEEDS

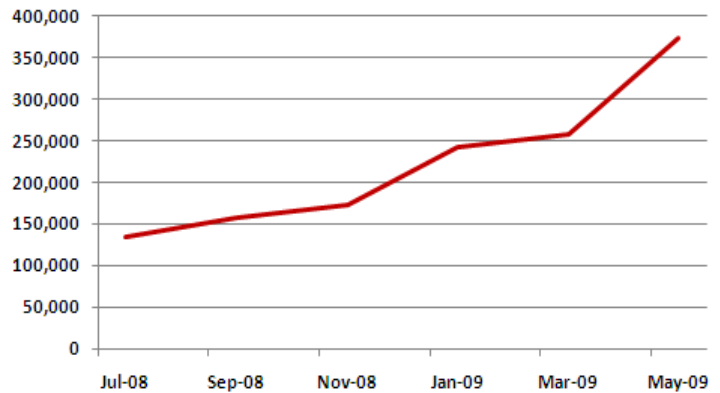
1. Offer an enterprise-wide system where citizens can manage their email subscription preferences for all CDC topics.
2. Notify the public immediately when health information is available.
3. Deploy in less than 30 days with minimal staff commitment; no software or hardware installation.

SOLUTION

The GovDelivery solution allows citizens to have maximum choice and offers unique automation tools for system management. GovDelivery ties email alerts to updates in CDC web content while also allowing CDC communications staff to manually send alerts at any time.

RESULTS

Subscriber Growth



Results since GovDelivery Launch in Nov. 2006:

- Sent over **40.3 million targeted emails**
- Improved ACSI™ Score
- Registered more than **332,000 citizens as subscribers**
- Deployed GovDelivery in less than 30 days
- Achieved an average of 31+ subscriptions per subscriber
- Incorporated more than **385 specific subscription items** across many agencies. Subscription options include:
 - Seasonal Influenza
 - Traveler’s Health Notices and Outbreaks
 - Emergency Preparedness Planning and Response
 - Environmental Health
 - Pandemic Flu
 - Women’s and Men’s Health Topics



Web visitors can subscribe to CDC updates on more than 385 specific topics.

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GovDelivery, Inc. is the world’s leading provider of government-to-citizen email and wireless communication solutions designed specifically for the public sector and is used by organizations worldwide, including the U.S. Departments of Labor, State, Agriculture, and Commerce, U.K. Parliament, Norwich City Council (U.K.), Washington D.C., California Department of Insurance, Oregon Department of Human Services, Macomb County (MI), City of St. Paul (MN), and many more.



To learn more about GovDelivery, visit www.govdelivery.com; email info@govdelivery.com; call U.S. 866-276-5583 ext. 303 or U.K. 0800 032 5769