



The US Department of Health and Human Services (HHS.gov) launched comprehensive email alerts to improve service to citizens and to further its mission of “protecting the health of all Americans and providing basic human services.” HHS.gov uses GovDelivery® Email and Digital Subscription Management to communicate time-sensitive health and emergency information, capable of affecting a person’s quality of life, quickly and efficiently to America’s citizens.

**HHS’s NEEDS**

1. Offer an enterprise-wide system where citizens can manage their email subscription preferences for all HHS.gov topics, as well as updates from PandemicFlu.gov, SurgeonGeneral.gov and other government health websites.
2. Notify the public immediately when health and emergency information is available.
3. Enhance citizen communication with minimal staff commitment; no software or hardware installation.

**SOLUTION**

The United States Department of Health and Human Services selected GovDelivery EDSM, a web-based solution that increases government-to-citizen communication by monitoring websites for content updates and sending emails and text messages to proactively to alert subscribers to new information.

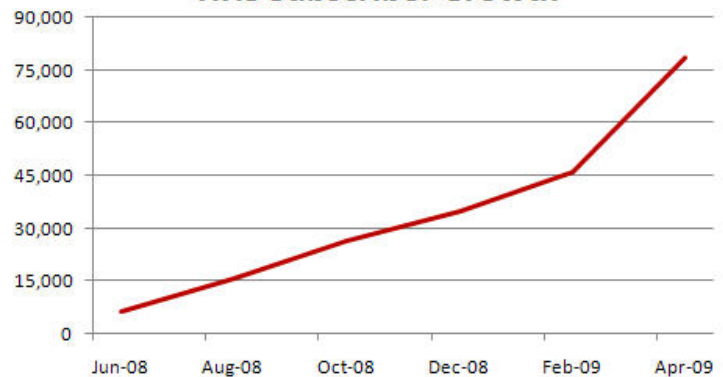


Web visitors can subscribe to HHS updates on more than 120 specific topics.

The US Department of Health and Human Services uses GovDelivery to promote health and emergency-related updates from its home website of HHS.gov, in addition to those from ImportSafety.gov, PandemicFlu.gov, Smallpox.gov, and SurgeonGeneral.gov.

**RESULTS**

**HHS Subscriber Growth**



Since launching GovDelivery in November 2007, HHS has:

- Sent over **8.9 million emails** to subscribers
- Registered more than **94,000 citizens as subscribers**
- Achieved an average of **20+ subscriptions per subscriber**
- Incorporated **120 unique subscription items**, including:
  - Health Tip of the Week
  - Disasters & Emergencies Newsroom
  - HHS Congressional Testimony
  - Secretary Mike Leavitt’s Blog
  - PandemicFlu.gov updates
  - **And more...**
- Established partnerships with 9 other health-focused federal government agencies through GovDelivery’s Collaboration Network.

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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](http://www.govdelivery.com); email [info@govdelivery.com](mailto:info@govdelivery.com); call U.S. 866-276-5583 ext. 303 or U.K. 0800 032 5769