



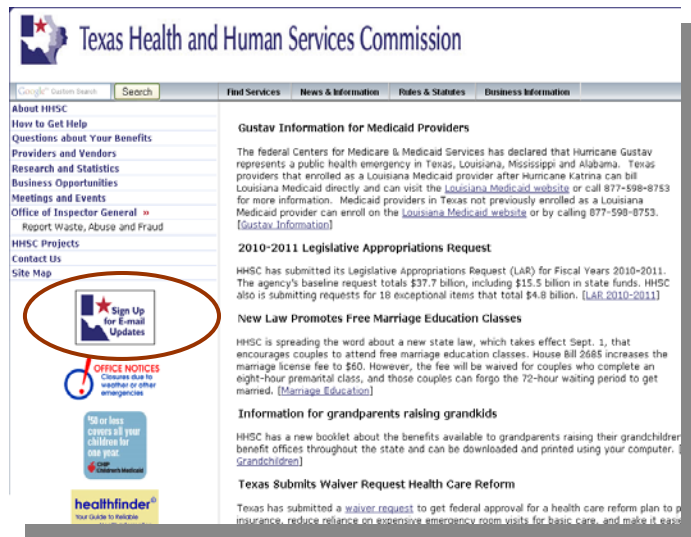
Texas Health and Human Services Commission (HHSC) is fully committed to the principles of open government and strives to provide open and honest communication; HHSC has made it its mission to all its stakeholders informed of its business decisions and operations. GovDelivery® Email and Digital Subscription Management advances the department’s mission by allowing Texas residents to stay informed on issues that affect their health, and that of their family, by signing up for automatic email updates on the topics that matter most to them.

**TEXAS HHSC’s NEEDS**

1. Utilize email notifications to better communicate urgent health and emergency -related information to state residents.
2. Use the website to deliver information to citizens in a time-efficient manner.
3. Provide website visitors with a single profile that lists all of their email notification choices.

**SOLUTION**

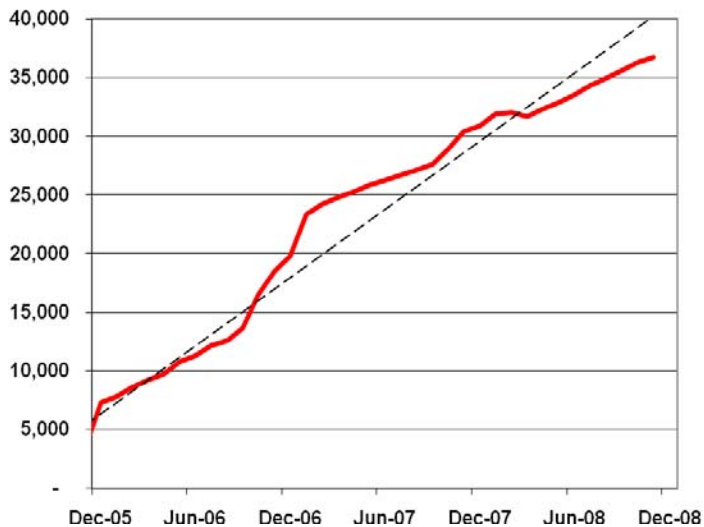
Texas Health and Human Services Commission selected GovDelivery, a web-based solution that increases government-to-citizen communication by monitoring websites for content updates and sending email proactively to alert subscribers to new information.



Web visitors click on links located throughout the site to register to receive specific email alerts.

**RESULTS**

**Subscriber Growth**



Since launching GovDelivery in December 2005, Texas Health and Human Services Commission has:

- Added nearly **37,500 subscribers**, achieving an average of more than **10 subscriptions per subscriber**.
- Sent more than **7.8 million emails** to subscribers.
- Incorporated **168 specific subscription items** including:
  - Weather-Related Office Closures
  - HHSC News Releases
  - In Touch, HHSC's newsletter
  - DADS Provider Alerts and Bulletins

*Updated January 2009*

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 or U.K. 0800 032 5769