

## Customer Spotlight

# Interim Healthcare

15 years with Constant Contact | [interimhealthcare.com](https://interimhealthcare.com)

As Interim Healthcare's marketing project manager, Diane Davis manages a weekly newsletter that keeps more than 300 franchise partners connected, informed, and engaged. See how the organization uses Constant Contact to boost newsletter engagement and maintain brand consistency across their network.



## About the Company

Interim Healthcare is a national franchise network of individually owned and operated in-home healthcare providers. Veteran-owned, women-owned, and locally rooted. With 300+ partners across the U.S., Interim Healthcare delivers patient services ranging from post-operative to hospice care, backed by a corporate team that provides marketing, training, and operational support to help each franchise partner grow.

## The Challenge

Interim Healthcare's corporate marketing team sends a weekly internal newsletter to franchise partners nationwide, sharing company updates, partner wins, and event details. With a very lean team, Diane Davis needed a tool that let her build, segment, and send consistently without adding headcount or worrying about franchisees going off-brand.

## Goals

Following a company rebrand, Interim Healthcare needed to:

### Streamline Partner Communication

With 300+ franchise partners spread across the country, the organization needed to land on the best way to keep everyone consistently informed and engaged.

### Protect Brand Consistency

Rebranded guidelines required constant communication from the marketing team to their franchise network, ensuring on-brand outreach without rebuilding every asset from scratch.

### Provide Local Customization

To avoid drifting off-brand or multiple review bottlenecks, Interim Healthcare needed a flexible solution to give 70+ individually-owned offices room to customize outreach for their local markets.

## Powered by Constant Contact Teams

- **Branded, editable templates** give franchise partners locked core messaging with room to personalize for their local markets
- **List segmentation** targets caregivers, prospective partners, employees, and past employees separately, without rebuilding lists each week
- **Automatic sign-up capture** routes new newsletter subscribers directly into Constant Contact, eliminating manual list entry

## Results

Since returning to Constant Contact, Interim Healthcare's internal newsletter open rate has climbed from 30% to 52% (21% more than industry average), and click rate increased to 9% (8% above industry average), driven in part by regularly featuring content that resonated most with their audience — franchise partner wins, event promotions, and recruitment.

What used to take a couple of days to build now takes less than one, enabling Diane to run multiple newsletters at once to stay ahead of schedule.

Branded templates have also strengthened brand compliance across the franchise network. Corporate can review any franchise partner's account directly in Constant Contact, and with pre-approved templates, franchise partners now consistently follow brand guidelines.

That consistently tracks with a broader pattern Diane has noticed: the franchise partners who leaned into marketing tools like Constant Contact were the ones seeing the strongest results.

"A lot of them get a lot of leads from it. They'll get responses. They don't get a lot of kickbacks or bounces, because they're cleaning up their lists," Diane says of franchise partners who use Constant Contact consistently.



### 52% open rate

Average open rate, up from 30%  
21% more than the industry average



### 1.4+ emails sent network-wide

Across 300+ franchise partners  
70+ of those partners use Constant Contact



### <1 day turnaround

To build weekly newsletters  
Down from original 2-3 days timeline

“

We were using HubSpot. It was very expensive. Then we went back to using Constant Contact. I was happy because when using Constant Contact, it's all in one.

- Diane Davis

## Teams features used



Branded email  
templates and  
campaigns



List segmentation



Sign-up forms and  
landing pages



Reporting and  
analytics



Multi-account access

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