



SUPERIOR BUSINESS SOLUTIONS

Corporate Gift-Giving Made Easy

MCVI

I N N O V A T I O N S

The Situation

Many businesses and organizations send corporate holiday gifts to express their gratitude to those who contribute to their success. For Michigan CardioVascular Institute, this was a tradition, but not an easy one. MCVI, one of the Midwest's largest networks of cardiovascular specialists, had tried a number of holiday gift options to thank their referring physicians and hospitals. Heart-healthy food such as fruit baskets were typically the gift of choice since they could be shared among the staff members at the recipient's office. However, as the Institute established relationships with an increasing number of referring physicians, the logistics of gift giving became a challenge.

"We could never find one fruit vendor who could deliver to all of the areas where our referring physicians and hospitals were located, so we had to coordinate multiple orders, provide several vendors with the cards to accompany the baskets, and even do some of the deliveries ourselves," explains Marcy Conaway MCVI's Director of Administrative Services. "The investment of time that was required prevented us from sending baskets to many of the physicians that we work with."

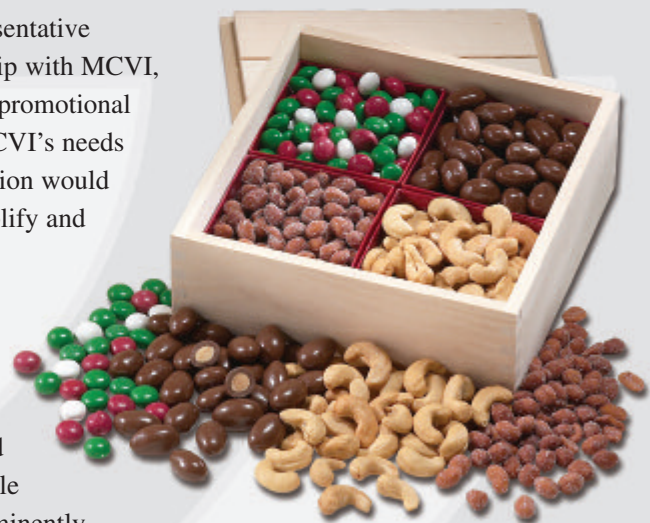
However, MCVI didn't have to look for a solution—a solution found them.

The Superior Business Solution

Superior Business Solutions sales representative Chris Meyers had an established relationship with MCVI, frequently providing the organization with promotional items for special events. He understood MCVI's needs well enough to recognize that the organization would benefit from an alternative that would simplify and customize their corporate gift giving.

Chris presented MCVI with several gift options, price ranges and tasting samples. From the wide variety of choices, MCVI was able to select a very customized corporate gift, offering an array of delectable treats in an attractive wooden box that prominently displayed their corporate logo.

After MCVI decided upon the contents and packaging of their gift, they provided Superior with a database of recipients. Gifts were then sent directly to the physicians.



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The Result

With the help of Superior Business Solutions, MCVI was able to provide beautiful (and tasty!) holiday gifts to more than 500 of their referring physicians and hospitals, and all involved were happy with the results.

“We were so pleased with our experience of using Superior last year that we will be using them for everything in the future,” comments Conaway. Becky Felker, the Administrative Assistant who spearheaded the gift-giving effort this past year, adds, “We are now working with Chris to find a gift item that will occupy children while they are in the office waiting. I would recommend Superior to anyone.”



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