

Custom Printed Products for the Healthcare Industry



Vicki Young
President and CEO
IVY Services, LLC

CEOCFO: Ms. Young, what is the concept and philosophy behind IVY Services?

Ms. Young: IVY is a print management business. We provide custom printed products, which includes envelopes, letterhead, brochures, marketing materials, promotional products and apparel. Our philosophy is to exceed our customers' expectations.

CEOCFO: What is a concrete example of the above and beyond service?

Ms. Young: We are always looking to provide them an innovative approach and cost savings idea. With one of our customers, we provided them a new way of packaging which ultimately met their "green and sustainability initiatives" while providing a packaging that was recyclable and more cost effective.

CEOCFO: Who is coming to you for services?

Ms. Young: Primarily, we service the healthcare industry; however, we work with other industries including financial, printers, etc. We can provide printed materials to any business that requires printed and branded materials.

CEOCFO: What is your geographic reach today?

Ms. Young: We can go nationally, but primarily, we are the mid Atlantic area.

CEOCFO: How do you reach out for new customers?

Ms. Young: As a woman owned business, we reach out to business sectors that are looking for supplier diversity. This is one of our niche markets. We also tend to lean towards envelopes, which has been a specialty area for us; however, we are also in the promotional and advertising arena as well.

CEOCFO: You are able to help direct your clients in the promotional area for something new and innovative. Do they typically come to you knowing what they want?

Ms. Young: It really depends. Sometimes we know exactly what they want. Sometimes they are looking for suggestions, which we can provide because we try to stay on top of what is new for the season or try to provide new ideas to them because things are always changing. We try to be their help and new ideas kind of people.

CEOCFO: How do you stay on top of the trends?

Ms. Young: That is our tricks of the trade, to stay educated, to read, work with our vendors, and see what is up and coming. It is hard work but we love it.

CEOCFO: What happens when you see a trend that you do not like personally? How do you mix your own feelings with the trend? How do you put all your experience together to advise your clients?

Ms. Young: From that standpoint, we are not an advertising agency. When you are working for a customer, you can give your customer your opinion, but ultimately, your customer decides and you have to measure what your role is. Part of your job is to understand where your role starts and stops. Your presentation style is as important as what you say.

CEOCFO: What about the print management side of the business? How do you work with clients in that area?

Ms. Young: As a print management business, we provide them full service from every standpoint and we have the capability of providing them inventory management, fulfillment and other support services as well. We can help them with their websites, graphics and things from start to finish for their projects.

CEOCFO: Do you find an increase of companies that are taking advantage of the management and some of the ancillary services? Is that a growing area for you?

Ms. Young: I do not think that print is growing in general, but I still think it has many advantages. People still like to look at print, but social media and the internet has certainly changed the world of print drastically.

CEOCFO: Do you find that your customers turn to you for a website and email marketing? Do they see that as a natural progression with using your company?

Ms. Young: The landscape has changed drastically. Direct mail and print was your only mode of advertising years ago and now it is just one sector of it. It is still an important sector but only one sector now. Googling, the internet and social media are all a part of your marketing package today and that was not the case twenty years ago.

CEOCFO: Would you tell us about community involvement for you - where you focus and why it is important for you?

Ms. Young: I think one of the main points in being in the business and owning a business is being a part of your community, giving back to it and being involved in your community. It is important to me personally and I think it is important for your business to give back. We give to a variety of organizations. We are involved with the arts, museums, historical societies, children's organization and religious institutions. We have a variety of things that we support and we are actively engaged in them. We contribute to them through time, talent and treasure by support them financially through service as volunteers and board members.

"Choose IVY Services because when you come to IVY you get great service from caring, honest people. Our knowledgeable staff has integrity and guides you through every step of your project." - Vicki Young

CEOCFO: You were recognized in the SmartCEO's Future 50 just recently. How do you continue the trajectory?

Ms. Young: Hard work, dedication and a great team. You have to have a plan and surround yourself with good people who are all working together for a common goal. One thing is for sure, you cannot do it alone.

CEOCFO: What might be different a year from now for IVY services?

Ms. Young: I hoping that we continue to grow, that we expand what we offer and that we continue to keep our eye that brings the opportunities and that we always continue to think out of the box. It is very important to be open to new ideas.

CEOCFO: What surprised you as the company has grown and developed?

Ms. Young: I think how fast it has happened has surprised me and taking those steps to get out of the box. It can be really exciting, fun and scary at the same time, but you have to do it.

CEOCFO: Put it all together, why choose IVY services?

Ms. Young: Choose IVY Services because when you come to IVY you get great service from caring, honest people. Our knowledgeable staff has integrity and guides you through every step of your project.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

For more information visit: www.ivy-services.com

Contact: Vicki Young 410-235-1489 vyoung@ivy-services.com

