



Guide

Healthcare Marketing Guide

How to improve your
campaign performance



Today's hospitals and health system marketers are in a unique position. They're being asked to drive patient volume and revenues but to also balance demand, so their already strained system and staff won't be overwhelmed when patients respond to campaigns. How are the most successful marketing teams navigating this challenge?

Our seasoned team of health system and hospital marketing experts weighed in on common situations marketers need to overcome to optimize their outreach strategies.

Read this guide to learn how data and technology can help improve targeting and optimize campaign performance. You'll also find a helpful list of questions to ask when vetting potential partners to help you do the same.



Challenge

Your data sources lack SDOH insights

70% of a person's health status is determined by non-clinical factors, including social determinants of health, meaning you need to supplement clinical and claims data to effectively identify the right campaign audience.

What you need

Consumer data, including SDOH, and analytics tools to make sense of these insights and more accurately target prospects and patients

Questions to ask

- Does your solution have consumer data, and how many data partners do they work with?
- How often is consumer data refreshed?
- Does your solution include analytics tools to make SDOH insights actionable?
- How do you safeguard all data to protect prospect and patient privacy?

How to get there

- Select a partner that supplements your existing data with consumer data, including SDOH, that is routinely refreshed
- Leverage dynamic, predictive models that can identify targets at the individual level
- Choose a partner that is HIPAA compliant and HITRUST certified



Challenge

You want to promote health equity

There are significant health and wellbeing disparities that exist among different populations, like minorities and rural populations, that hospitals and health systems can play a key part in addressing.

What you need

A better way to understand and identify community needs and to promote relevant resources to those most in need.

Questions to ask

- Is your solution built for healthcare?
- Can your data identify health risks and needs at the individual level?
- What SDOH (Z codes) can your data uncover?
- How do you leverage the data without compromising patient privacy?
- Can you help me reach a larger percentage of individuals at risk or in need of certain services compared to a segment or population-based approach?

- Can you help me identify individual patients who need to be connected to specific resources, like transportation assistance?

How to get there

- Select a solution that includes consumer data and pre-built predictive models to generate individual-level insights
- Use more accessible channels, like text and direct mail, for awareness campaigns about resources and preventive services



Challenge

You need to acquire more high-value patients

Not everyone who put off elective or costly procedures due to COVID-19 is ready to come back. To fill appointments, you must go beyond targeting a population, to reach individuals most likely to respond to your outreach.

What you need

A way to accurately predict not only who is at risk or has a need, but also who is likely to take action in the near future

Questions to ask

- Can the data and tools in your healthcare solution predict consumer behaviors and intent (likelihood to do something)?
- Are you able to target down to the individual level?
- Do you have multiple touchpoints with enough of the right consumers to drive key actions?

How to get there

- Leverage predictive models to identify individuals most likely to respond to and take action as a result of your outreach
- Optimize outreach by using multiple communications channels, like direct mail, text and email, including those your target consumers prefer
- Tap into the power of multi-cycle campaigns, like using a series of 3 text messages to re-engage patients who missed annual mammograms



Challenge

You need to regain lost revenue – fast

A report commissioned by the American Hospital Association found that hospitals and health systems could lose an additional \$53 to \$122 billion in 2021 due to lingering COVID-19 costs.

What you need

To get back to pre-COVID volumes by re-engaging existing patients, driving more usage of high-margin service lines, and attracting new patients (e.g., new mover campaigns)

Questions to ask

- Can your analytics identify unique individuals needing service line care (like cardiology or women's care)?
- Can you run multi-channel, multi-cycle, targeted campaigns to engage these individuals on my behalf?
- Can you create and execute these campaigns, since I don't have the time, resources, or tools to do so myself?

How to get there

- Use advanced analytics to identify individuals at high risk (now and in the future) and most likely to return for service line care
- Convert more of these prospects and patients using multi-channel campaigns that run over an extended period of time
- Get creative – incorporate things like an HRA in your campaign to boost engagement



Challenge

You can't prove campaign ROI

With every marketing dollar being heavily scrutinized, proving downstream campaign revenue to your leadership is more important than ever before.

What you need

A platform that gives you a single view of the consumer by tracking campaign engagement, billable encounters and your custom success criteria to give you real-time ROI reporting on metrics like new patients acquired, total charges, contribution margin and more

Questions to ask

- Does your health solution facilitate closed-loop reporting?
- Do you have self-service reporting tools that I can use to monitor campaign performance and make adjustments if needed?
- Can I use the system to pull easy-to-understand and use reports?
- Can I customize my success criteria?

How to get there

- Gather data from engagement and actions taken for each campaign, cycle, and channel
- Use unified, real-time reports and dashboards to easily view campaign results, optimize future performance, and communicate results with senior leaders



Challenge

You need to engage with patients more frequently

Nearly half of Americans put off care due to COVID-19. The more often these individuals get messages from you reinforcing that it's safe to return the more likely they are to come back in for care.

What you need

To reach a much higher percentage (up to 95%) of your targeted audience with consistent messages over a set period of time

Questions to ask

- How many channels do you use to communicate with patients and prospects?
- Are the channels managed from the same platform to avoid abrasion and optimize for performance?
- How fast can you get multi-channel, multi-cycle campaigns up and running?
- How do you measure campaign success?

How to get there

- Find a partner who can conduct large scale campaigns across multiple channels for you over a set period of time
- Leverage external creative, design and strategy experts to get campaigns into market quickly
- Use unified, real-time reports and dashboards to easily view campaign results from multiple channels in a single location



Challenge

You can't easily run a multi-channel campaign

Your time, staff and financial resources are already stretched too thin; investing in additional one-off solutions to conduct outreach will only take away from your performance.

What you need

A single partner and platform that can do it all, helping you maximize your budget and outcomes along the way

Questions to ask

- What type of data and analytics tools does your health CRM provide?
- How can you help me streamline campaign execution, including creative design?
- What communications channels do you use to conduct outreach on my behalf?
- Do you offer real-time, self-service reporting tools?
- Will I have a single point of contact?

How to get there

Find a single partner that provides:

- Access to award-winning activation and marketing experts, creative resources, and a dedicated Client Success Manager
- A place to load, cleanse and store your data and consumer data insights
- Pre-built campaign templates that can be adapted to match your brand
- Capabilities to set-up multi-channel, multi-cycle campaigns, including targeted outreach
- Easy execution of your campaigns on your behalf (after review and approval)



Ready to get patients back in the door?

Connect with a member of the Virgin Pulse
team or email us at letstalk@virginpulse.com