

# Embracing Personalized Marketing

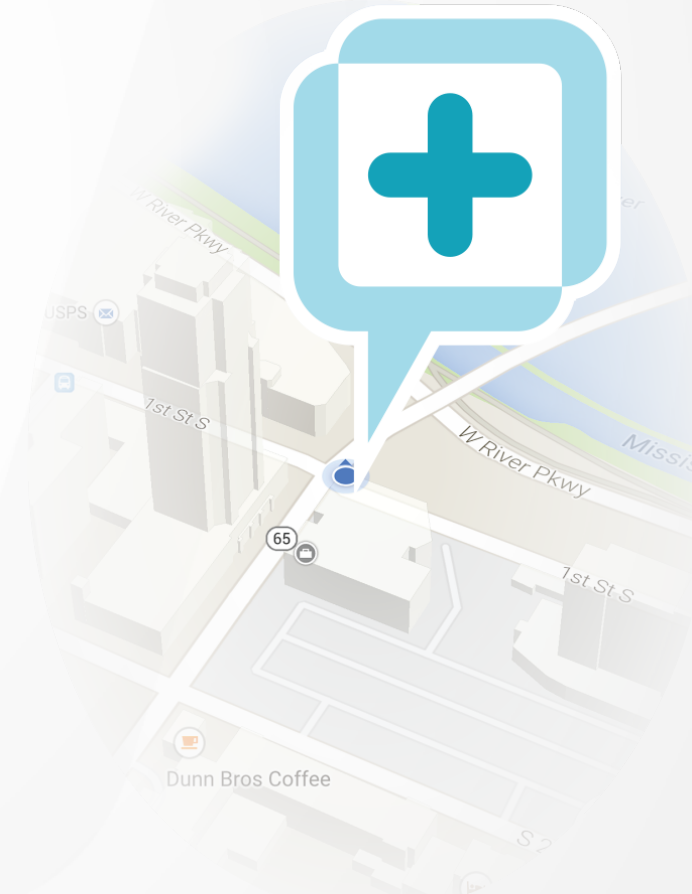
Using Online Engagement Tools as Part of an Integrated Marketing Approach

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“Medicom Health helps our health system turn the unknown into the known.”

Healthcare Executive, Top 5 U.S. Health System





## Chris Boyer

Principal, Owner

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- ▶ 10+ years experience leading digital marketing and communications strategies solutions for hospitals and health systems
- ▶ NorthWell Health (formerly North Shore-LIJ) in New York and Inova Health System in Washington, DC
- ▶ Nationally known speaker and presenter on digital marketing, clinical transformation and digital patient experiences
- ▶ Founding and Platinum Member of the Mayo Clinic Social Media Health Network

# What is Personalized Marketing?

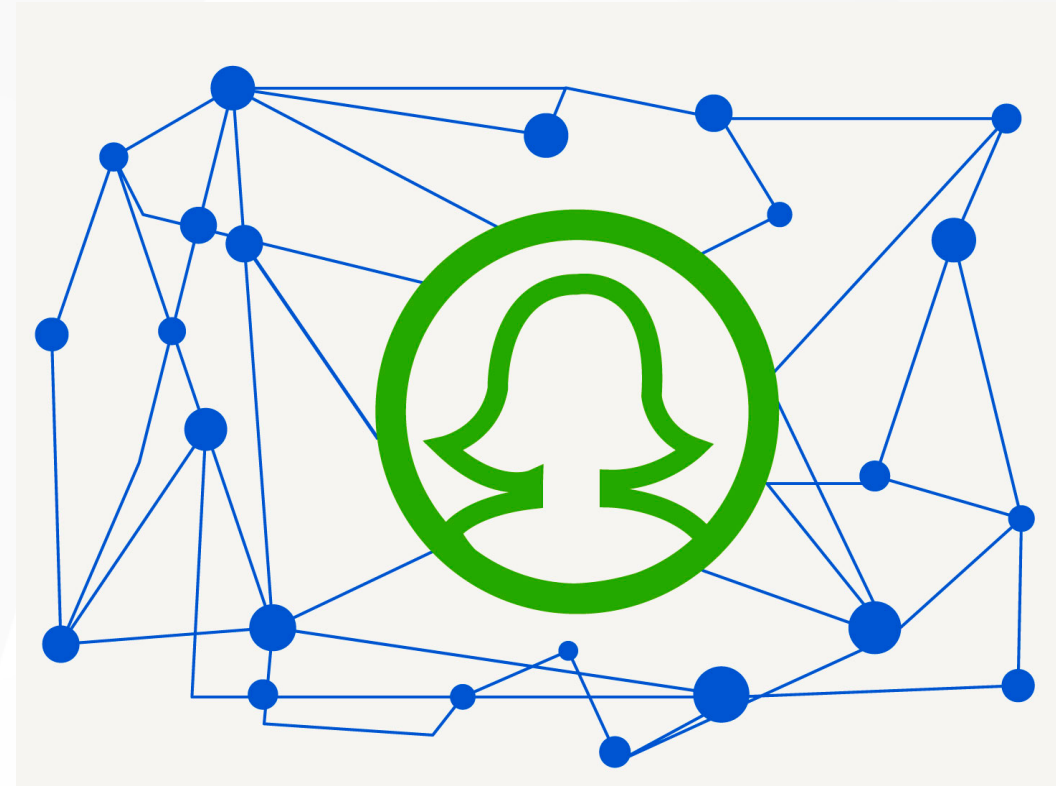
Leveraging content, tools, technologies, processes and strategies to begin building a relationship with your audiences:

- ▶ One of the most effective means of marketing and communications
- ▶ Designed to help organizations understand the needs, aversions and preferences of their audiences – even as they shift and change over time
- ▶ “Right place, right time”
- ▶ Embraces the new definition of “hospital marketing” – extending past patient acquisition, to building relationships, engagement and population health strategies

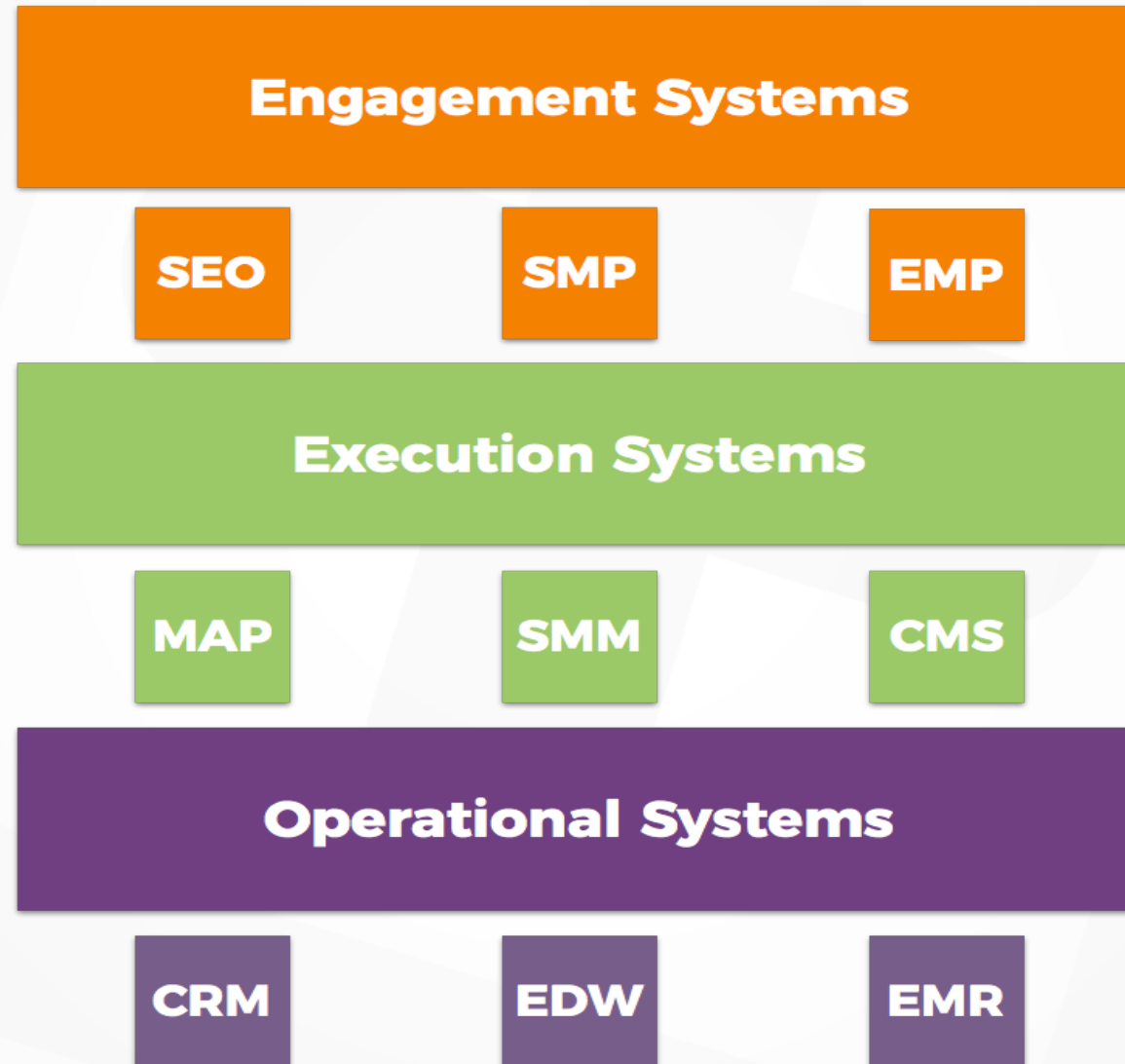


# Challenges of Personalized Marketing

- ▶ Many, many touchpoints (online and off) make it difficult to track and measure
- ▶ Health systems tend to work in silos
  - ✓ No consistent strategies and processes
  - ✓ Split ownership of the patient experience
  - ✓ Little 360 degree feedback from our audiences
- ▶ Lack of a “customer-first” model of care
- ▶ Existing tools and technologies may not be interoperable



# Marketing Technology Stack



# Marketing Technology Stack

## Operational Systems

- ▶ Systems that house consistent data about patients/stakeholders – i.e. “single source of truth”
  - ✓ Electronic Medical Record (EMR)
  - ✓ Electronic Data Warehouse (EDW)
  - ✓ Customer Relationship Management (CRM)
  - ✓ Physician Relationship Management (PRM)
- ▶ Houses data about consumers (patients, potential patients, customers, donors)
- ▶ Can also save additional information that is supplied by other systems including clinical, socio-economic, utilization, experience and communications preferences
- ▶ When connected, these systems prevent redundancies or missed opportunities for engagement and personalization

# Marketing Technology Stack

## Execution Systems

- ▶ Systems that help deliver communications, facilitate and track interactions and shape future communications
  - ✓ Content Management Systems (CMS)
  - ✓ Marketing Automation Platforms (MAP)
  - ✓ Social Media Management (SMM)
  - ✓ Interactive tools (such as HRAs)
  - ✓ Effective content
- ▶ Uses preferences learned from the “operational system” data to automate and improve personalized communication for engagement
- ▶ Helps to provide optimization of content, cadence and message



# Marketing Technology Stack

## Engagement Systems

- ▶ Programs and methods used to leverage a specific digital marketing channel and optimize communication for best performance
  - ✓ Search Engine Optimization (SEO)
  - ✓ Search Engine Marketing (SEM)
  - ✓ Email Delivery Systems (EDS)
  - ✓ Social Media Publishing (SMP)
- ▶ Allow marketers to optimize ways anonymous users can identify and engage with content and interactive tools

# Optimizing for Personalization

- ▶ Modify marketing strategies to focus on engagement and identification
- ▶ Understand and optimize interoperability between all digital systems
- ▶ Break down silos to find opportunities to enhance cross-communication among departments
- ▶ Evolve the concept of health-care “marketing” to embrace wellness, risk-aversion, patient access and experience
- ▶ Collect and gather actionable data to influence change

# Personalized Marketing Approach

## Patient Acquisition & HRAs

- ▶ Utilize HRAs as part of an integrated marketing campaign
- ▶ Use multi-channel marketing to lead new patients to HRA
  - ✓ Always use SEM
  - ✓ HRAs perfect for social media
  - ✓ Leverage awareness/recognition months and existing marketing tactics
- ▶ Primary CTAs should focus on making an appointment
- ▶ Secondary CTAs should lead to webinars, seminars, content, etc.
- ▶ Sync database with CRM systems to measure utilization
  - ✓ Response rates may vary per HRA

The screenshot shows a website page for 'High-Risk Breast Assessment'. The top navigation bar includes 'Services', 'Doctors', 'Stay Healthy', 'Locations', and a 'more' menu. A left sidebar lists categories: 'Breast Health', 'Women's Health', 'Specialty Programs', 'Breast Health', 'Gynecologic Care', 'Menopause Care', 'Conditions & Treatments', 'Care Team', 'Locations', 'Classes & Events', and 'For Patients'. The main content area features a 'SHARE:' section with social media icons, the title 'High-Risk Breast Assessment', and a paragraph: 'El Camino Hospital provides risk assessment, diagnosis and treatment with a warm, caring touch.' Below this is a section titled 'What Does "High Risk" Mean?' with a detailed paragraph. To the right, there are two call-to-action buttons: 'Live Chat' and 'Call Me Back'. At the bottom right, there are two green buttons: 'Understanding Your Breast Cancer Risk' and 'What's Your Breast Cancer IQ?'. The footer of the page contains the 'Medicom Health' logo with a plus sign icon.

# Personalized Marketing Approach

## Patient Access & HRAs

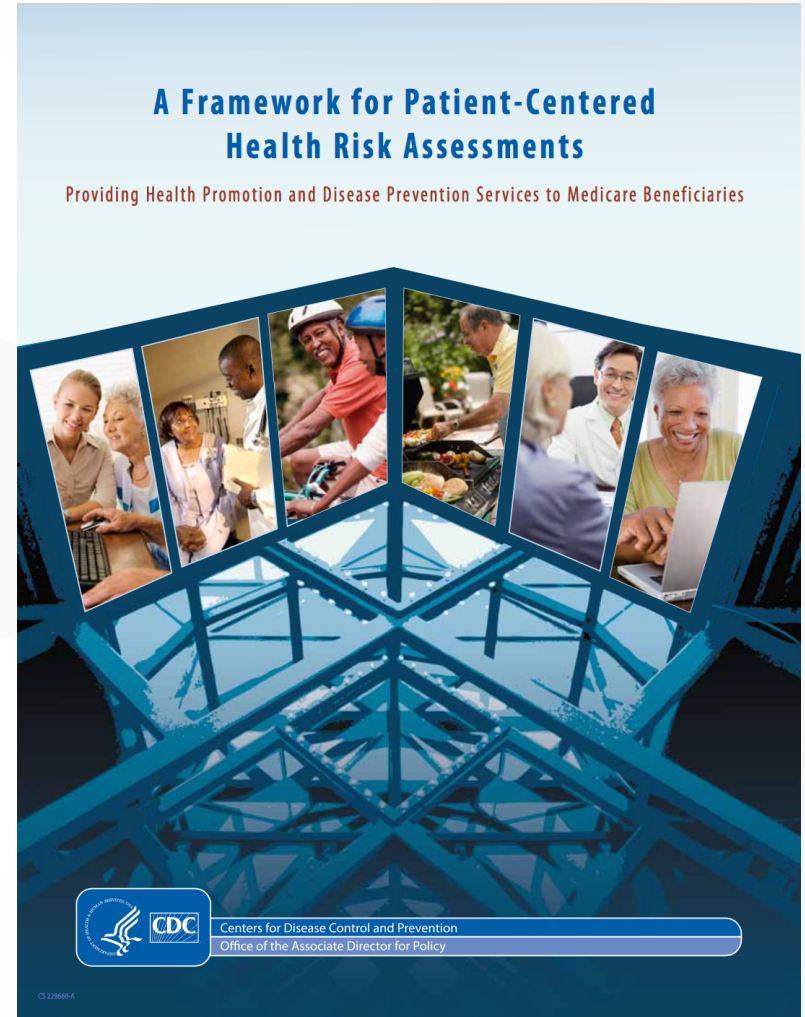
- ▶ HRAs can lead potential patients to make appt's
- ▶ Provide a monthly feed of "high-risk" HRA users to call centers for proactive outreach
- ▶ After appointment is made via call center, send out confirmation to patient along with a link to appropriate HRA
- ▶ Measure the correlation between HRA use and keeping the appointment



# Personalized Marketing Approach

## Wellness/Preventative Care & HRAs

- ▶ Introduce Health Risk Assessments into care pathways (and population health risk strategies)
- ▶ Use person-centered and culturally appropriate processes
- ▶ Use a shared decision-making process
- ▶ Offer action-oriented information to users of the HRA
- ▶ Use principles of quality improvement
- ▶ Incorporate information into secure electronic health records
- ▶ Conduct research to quantify long term outcomes



# Questions



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