supercharge email & sms response rates for healthcare marketing

leverage preferred channels & relevant, personalized messages for patient growth

Medicom Health
an eruptr company

HEALTHaware®
an eruptr company

cured.

housekeeping

Submit questions using the Questions Panel, for Q&A at the end

You'll get a recording via email within 24 hours

You'll get links to the deck + contact info for Ashmer & Greg

Ashmer Aslam
founder, cto
cured

Greg Gossett
ceo
healthaware, an eruptr
company

the agenda

lessons from other industries and why cured exists

current state of email and sms adoption in healthcare

the value of HRAs and digital marketing

how to get started

q&a

introduction

○ Digital marketing is a cost-effective and efficient way to increase consumer engagement and boost productivity

○ Marketers are constantly faced with growing expectations, tightening budgets, and limited resources

We built Cured to remove those barriers and accelerate digital marketing's efficacy in healthcare and partner with leaders in the space like Eruptr.

the data says…

87% of marketers saying their work provides greater value now than it did a year ago

Salesforce

91% of CMOs say they must continually innovate to remain competitive

Salesforce

cured.

the data says…

email use has increased year over year, accounting for **80%** of all outbound messaging. Moreover, the number of outbound emails increased **15%** in the last year

Salesforce

Litmus research shows that email delivers a **$36 return** for every $1 spent and 79% of marketers ranked email in their top three channels for effectiveness

Litmus + Hubspot

we know marketing and healthcare

amazon

TARGET

athenahealth

cured.

salesforce

Expedia

Epic

twilio

accenture

springbuk.

Veeva

Cleveland Clinic

We're customer-focused innovators with flexible service models that ensure success.

email and sms adoption in healthcare

how to use the channels most likely to convert for your customers and why healthcare has been slow to adopt

cured.

digital marketing costs are significantly lower than traditional media marketing such as tv, radio, and direct mail
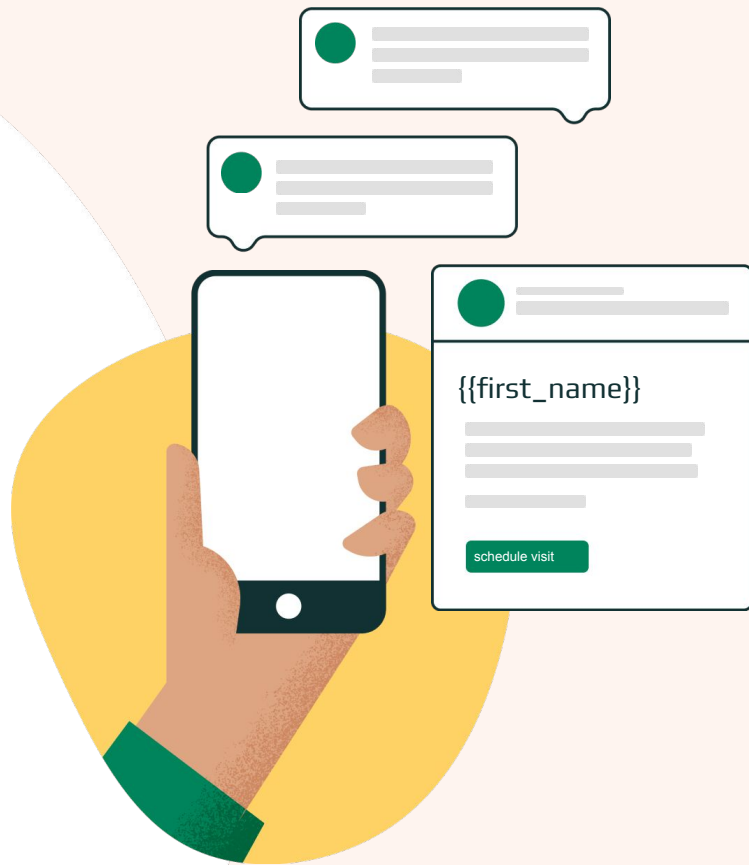
Investments in digital marketing drive higher ROI
Influencive

47%
of consumers say healthcare focuses more on industry needs than patient needs.

Consumers demand digital-first relationships with providers. It's time for healthcare to catch up.
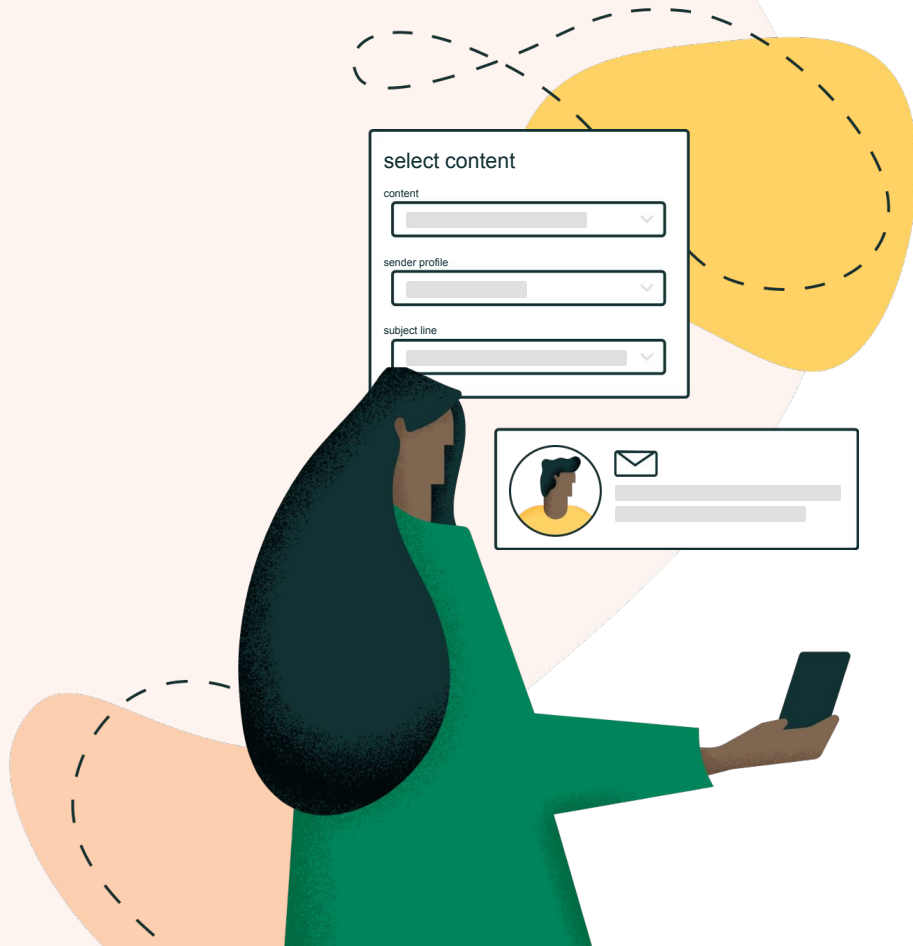Salesforce

77%

of marketers say email is one of their most effective marketing channels and indicate email marketing is vital to their company's overall success.

Digital channels are the most effective way to reach current and potential consumers.
Business News Daily

5-8x
higher roi for campaign
spend that leverages
data-driven personalization

Digital marketing unlocks unparalleled access to
targeting and performance data.

Marketing Evolution

the power of HRAs and digital marketing

Use proven campaign methods couple with the data provided by your HRAs to drive higher conversion and retention.
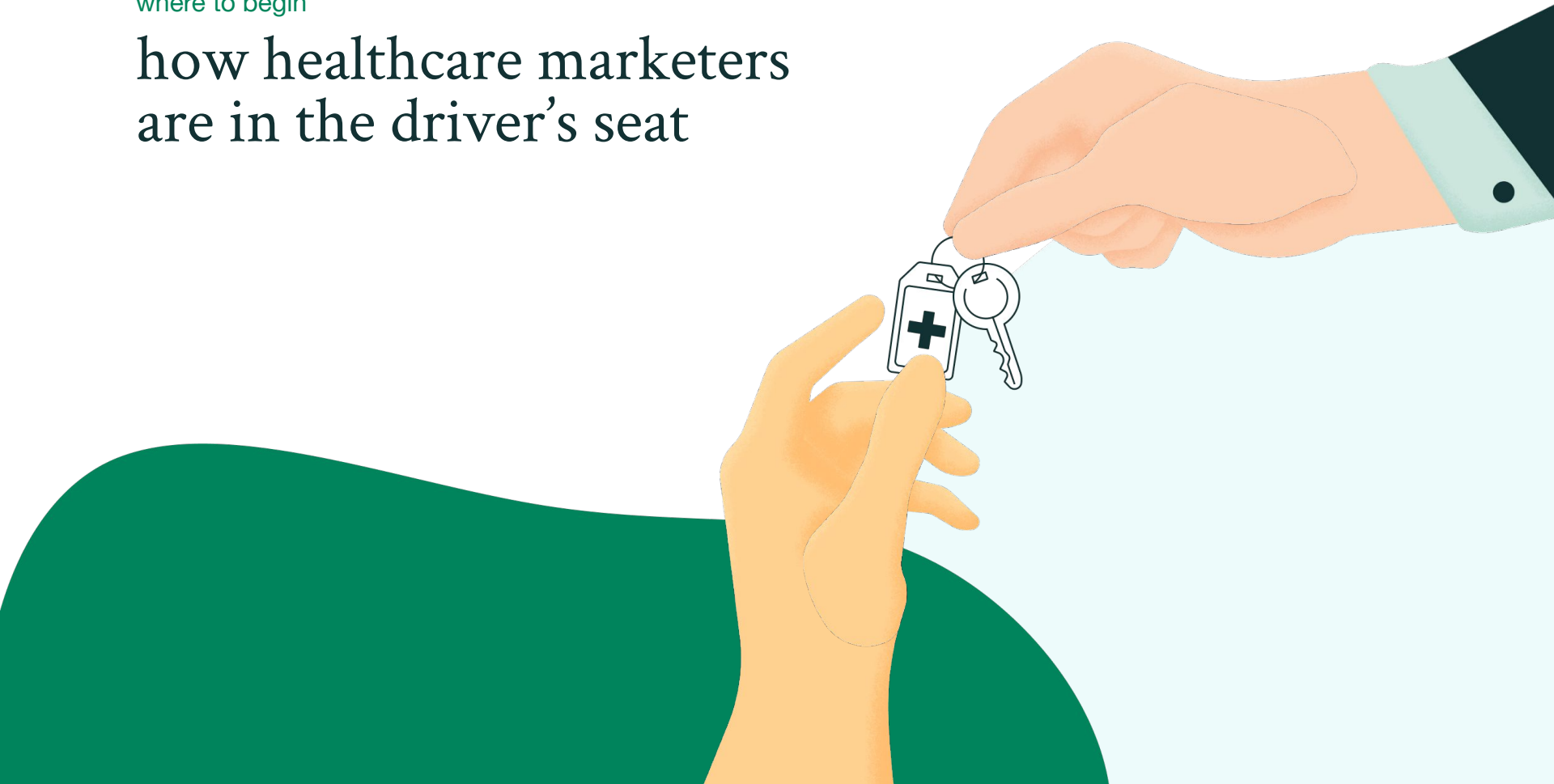
meet patients or prospects at every stage of the lifecycle with the right strategy

use automated and personalized interactions across email and SMS that tie directly to HRA responses

get proven deliverability, accessibility, and design best practices in ready-to-use email, SMS, and landing page templates

how healthcare marketers are in the driver's seat

why personalized digital marketing wins

Digital marketing, specifically email and SMS, connects you to consumers in their preferred channels and improves the quality of engagement and returns on your marketing investments, all while protecting sensitive health information.

deliver results with a HRAs and
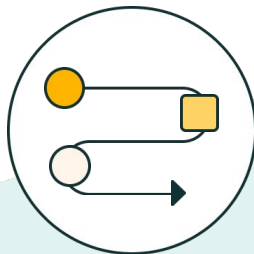email marketing campaigns

How Southern Illinois Healthcare is using Cured & Eruptr together

lead generation and
nurturing

Cured is helping SIH take their existing HRAs to generate
nurturing campaigns specific to each HRA to capture
interest for prospective patients as well as engage
existing patients for net-new services

personalized curations

generate propensity

segment audiences

claim your competitive advantage

Harnesses first-party data to compliantly target and personalize every step of your consumers' health journeys. Specifically, focus on retaining and re-engaging the patients in your system.

create patient relationships that drive behavior

Use proven campaign methods, audience segmentation, automated and highly personalized journeys, content known to convert, and strategies to drive higher conversion and retention.

# reach more consumers by creating efficiency using your current resources

Focus on driving growth and loyalty for your healthcare organization instead of ongoing, time-consuming campaign development. Fully built campaign strategies that you can easily customize to fit your marketing goals enable effective patient engagement at speed.

convert

acquire

retain

5x more patients engaged

based on average customer results
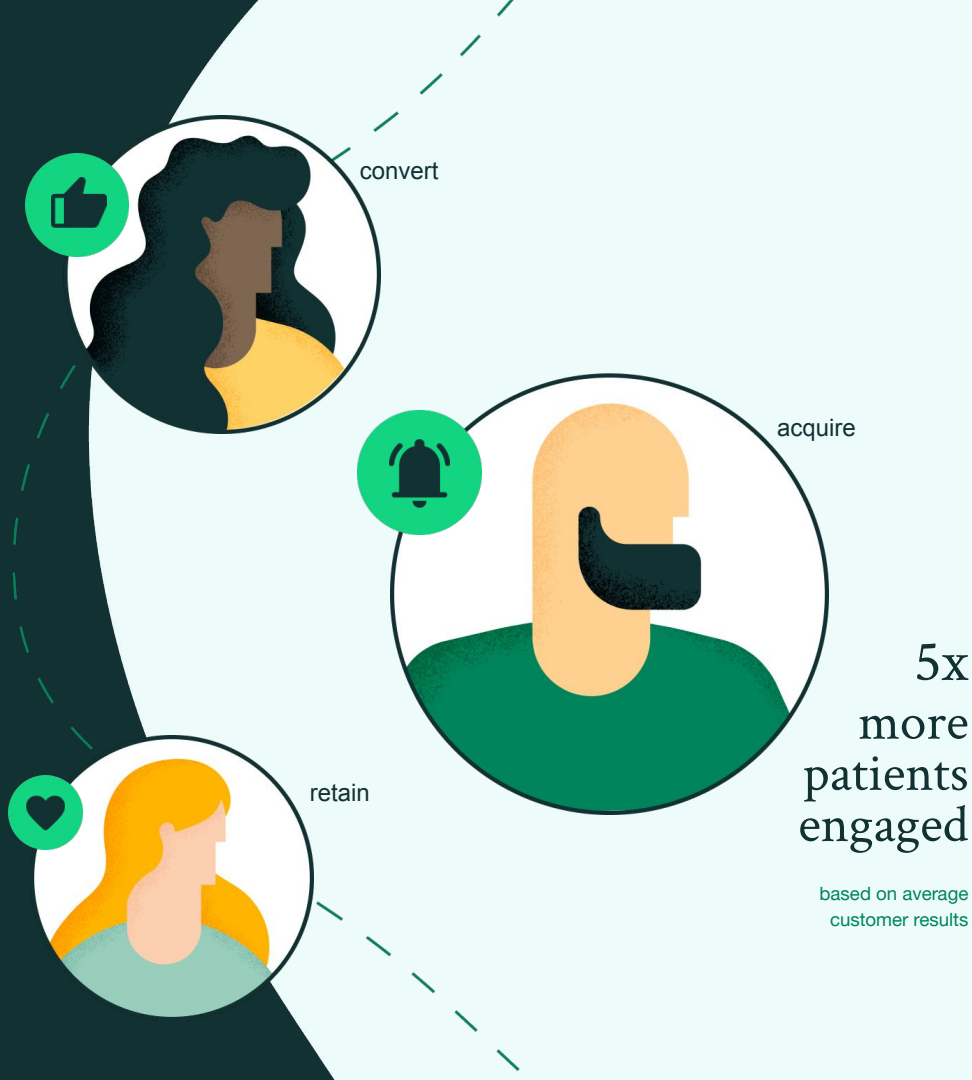
now is the time

elevate marketing in the eyes of your organization
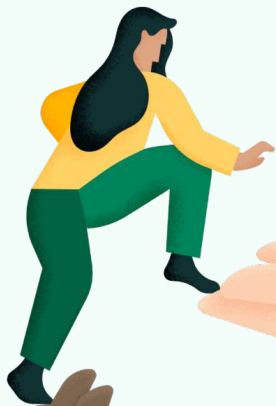
- implement an innovative digital marketing strategy that eliminates the guesswork

- utilize data-driven targeting and personalization to claim your competitive advantage

- launch campaigns proven to create interactions that drive outcomes

- prove marketing's value with higher roi and better patient outcomes

questions?

cured.

we know marketing and healthcare

Let us help you drive better health outcomes with unparalleled patient growth, loyalty, and engagement.

reach out to

ashmer@cured.health

or

ggossett@healthaware.com

appendix

curations

80+ templates with pre-configured content, copy, audiences, and interaction points defined for consumer journeys most valuable to healthcare organizations.

cured.

acquire & convert

front door

general inquiry
download guide
appointment & referral request
tour request
online seminar registration
in person seminar registration

audience based services

seniors' services
women's health
athletes' services
men's health
value based care segment
medicare and medicaid advantage
employer health & executive health

service awareness

primary care (urgent care follow-up)
new clinic opening
telehealth availability
upcoming events
covid testing & vaccine awareness
newsletter
patient portal feature updates

retain & create loyalty

loyalty

preventative checklist
lifecycle/milestone communications
proactive notification to schedule
screenings/vaccinations
birthday emails
year in review emails
post-visit surveys/feedback emails

member retention

new patient welcome series
no primary care visit in 12 months
patient portal sign-up reminders

transactional

pre-visit reminder emails & sms
no-show follow-up email & sms
order/continued care reminders
(imaging, pt, ortho, etc.)
speciality pharmacy adoption campaign

deliver results with a trusted partner and digital marketing platform

We help you build lasting relationships with those you serve.

45%
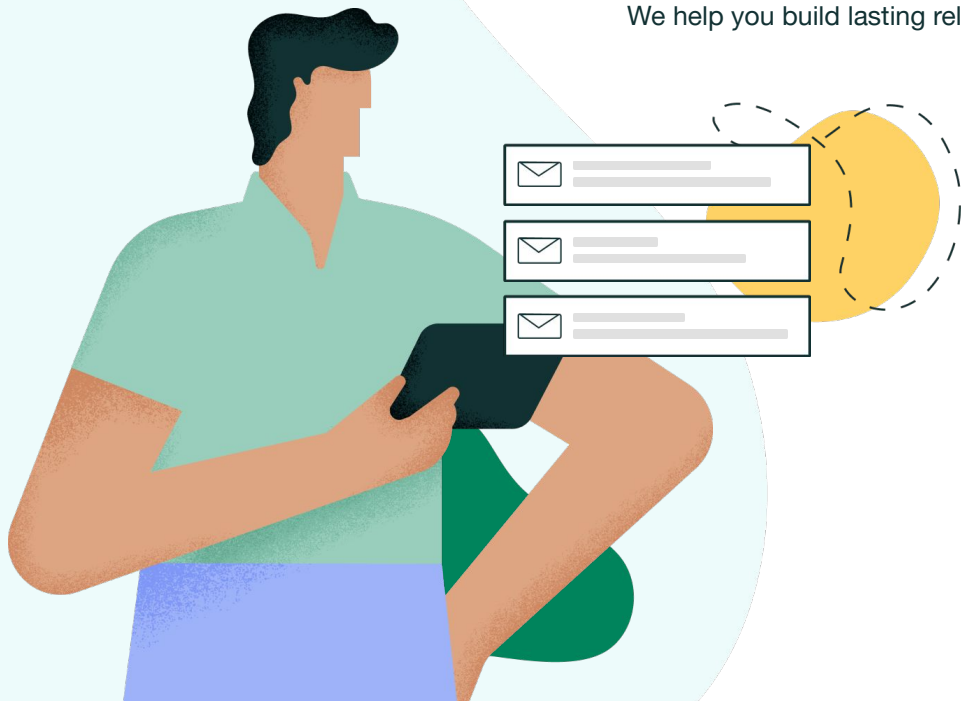
appointment scheduling rate conversion

VCUHealth.

1.8x

more likely for patients to set an appointment after receiving personalized campaigns

uchealth

5x

increase in new members after implementing cured

recoveryone

re-engaging patients after lapsed care

goal: to generate scheduled mammography screenings for qualifying patients needing preventative care

Put yourself at the top of your to-do list.
Make yourself a priority by getting your annual mammogram

Dear %%FirstName%%,

An annual mammogram is a vital part of a health care routine for all women over the age of 40. By getting the right services, screenings and treatments early, you're taking steps that help your chances for treatment and cure of illnesses like breast cancer.

Mammograms matter.

- Mammograms can detect abnormalities long before a patient or physician can feel them.
- Mammography has reduced breast cancer deaths by one-third annually, especially in women under 50. With 12 breast cancer screening locations, leading-edge technology and expert staff specifically trained in breast imaging, we can ensure the highest-quality care possible.

Stay on top of your health.

Schedule a mammogram.

$193,000
estimated roi

problem

"As COVID progressed, we were getting reports of people skipping or delaying screenings and therefore coming in with more progressed illnesses. Screening campaigns were an opportunity to get in front of the curve, take one simple screening, and get people back on track. And screening mammograms were a perfect place to start." - Heather Rose, Director of Digital Marketing

solution

Using Cured's growth and experience marketing solution, UCHealth began sending automated screening reminders explaining the benefits of mammography screenings and encouraging consumers to schedule their screening

results

○ **1.8x** increase in appointment scheduling (compared to those who did not read the email)

○ **2%** conversion rate (appointment scheduled)
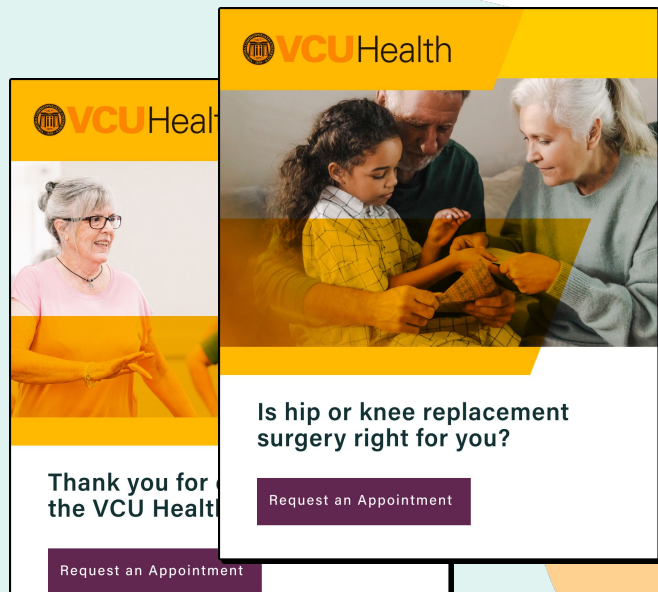
○ **974** appointments scheduled

uchealth ◯ cured.

driving service line growth

goal: to drive inbound patient volume for key service lines and convert contacts to scheduled appointments

problem

VCU Health sought to create and optimize service line-specific marketing campaigns and improve collaboration with the Patient Access Center agents handling inbound service line appointment requests.

solution

Cured's Marketing and Call Center solutions integrated service-line web forms, drove corresponding auto-response and nurture series campaigns, and streamlined reports and related tasks - making it easier for the team to respond to service line requests and report on outcomes, allowing VCU Health to better measure the effectiveness of its campaign strategy.

results

○ **1 million+** patient interactions in 1 month

○ **45%** appointment scheduling rate

○ **99%** case resolution rate

VCUHealth

Is hip or knee replacement surgery right for you?

Request an Appointment

Thank you for
the VCU Health

Request an Appointment

$3.4m

estimated roi

*results timing: 10/20/2020 - 01/31/2021

VCUHealth ◯ cured.