

Strategic
Health Care
Marketing

Accelerating Success with Marketing Automation: How Scripps Health Drives Patient Journeys

Sponsored by Evariant



Presented by:

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Meet Your Speakers



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Healthcare's Only Patients for Life Platform™



HCRM



PRM



Engagement
Center



Outsourcing
Services

Actionable Intelligence

High-value service line growth

Optimize provider
network utilization

Extend patient lifetime value

On-the-fly, highly personalized,
world-class patient experiences

Find. Guide. Keep. Find. Guide. Keep. Find.

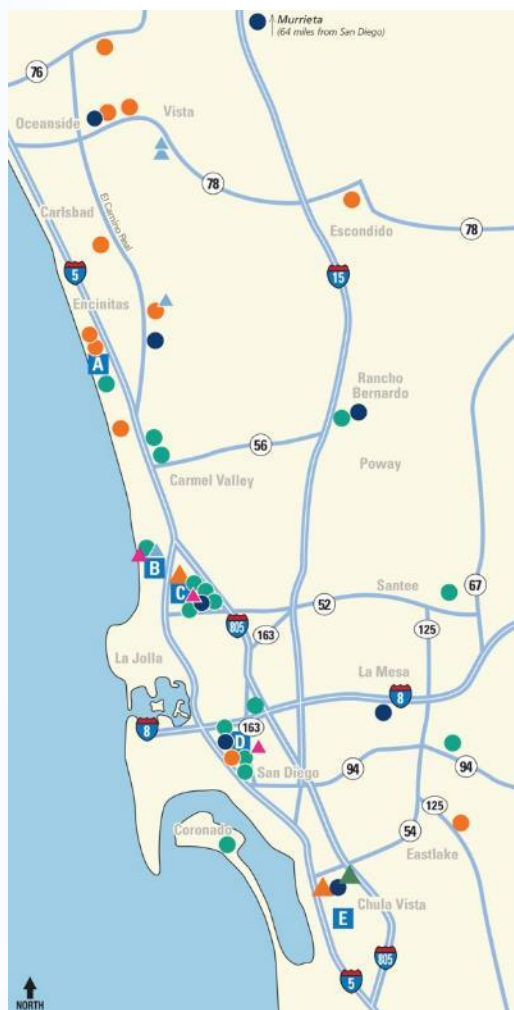


Healthcare's Only Patients for Life Platform™

Enabling healthcare providers to
optimize growth through smarter
patient acquisition
and retention.



About Us: Scripps Health



Scripps Health Locations

- A** Scripps Memorial Hospital Encinitas
- B** Scripps Green Hospital
- C** Scripps Memorial Hospital La Jolla • Prebys Cardiovascular Institute
- D** Scripps Mercy Hospital, San Diego
- E** Scripps Mercy Hospital, Chula Vista
- Scripps Clinic (16 locations)
- Scripps Coastal Medical Center (11 locations)
- Imaging Centers (8 locations)
- ▲** Scripps MD Anderson Cancer Center
- ▲** Scripps Whittier Diabetes Institute (2 locations)
- ▲** Well Being Center (1 location)
- ▲** Breast Care Centers (3 locations)



3,000 physicians



13,000 employees



5 hospital campuses,
26 ambulatory centers

About Us: Scripps Health



About You



Agenda

What Health Systems Think

What is Marketing Automation?

What to Look for in a Marketing Automation Tool

How to Nurture Acquired Consumer Prospects

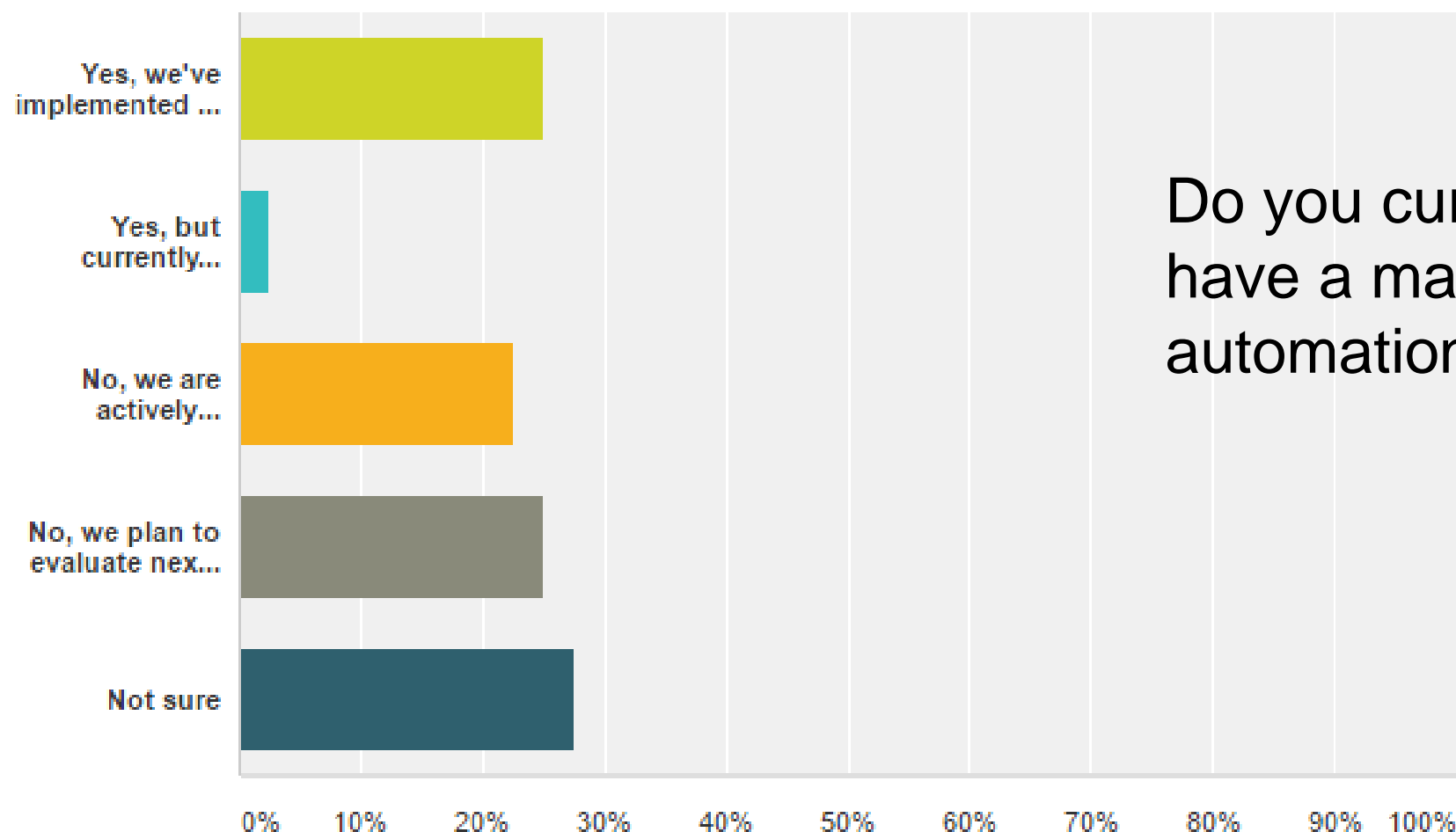
How to Engage and Retain Existing Patients

Campaign Examples and Concepts

What Scripps Health is Doing

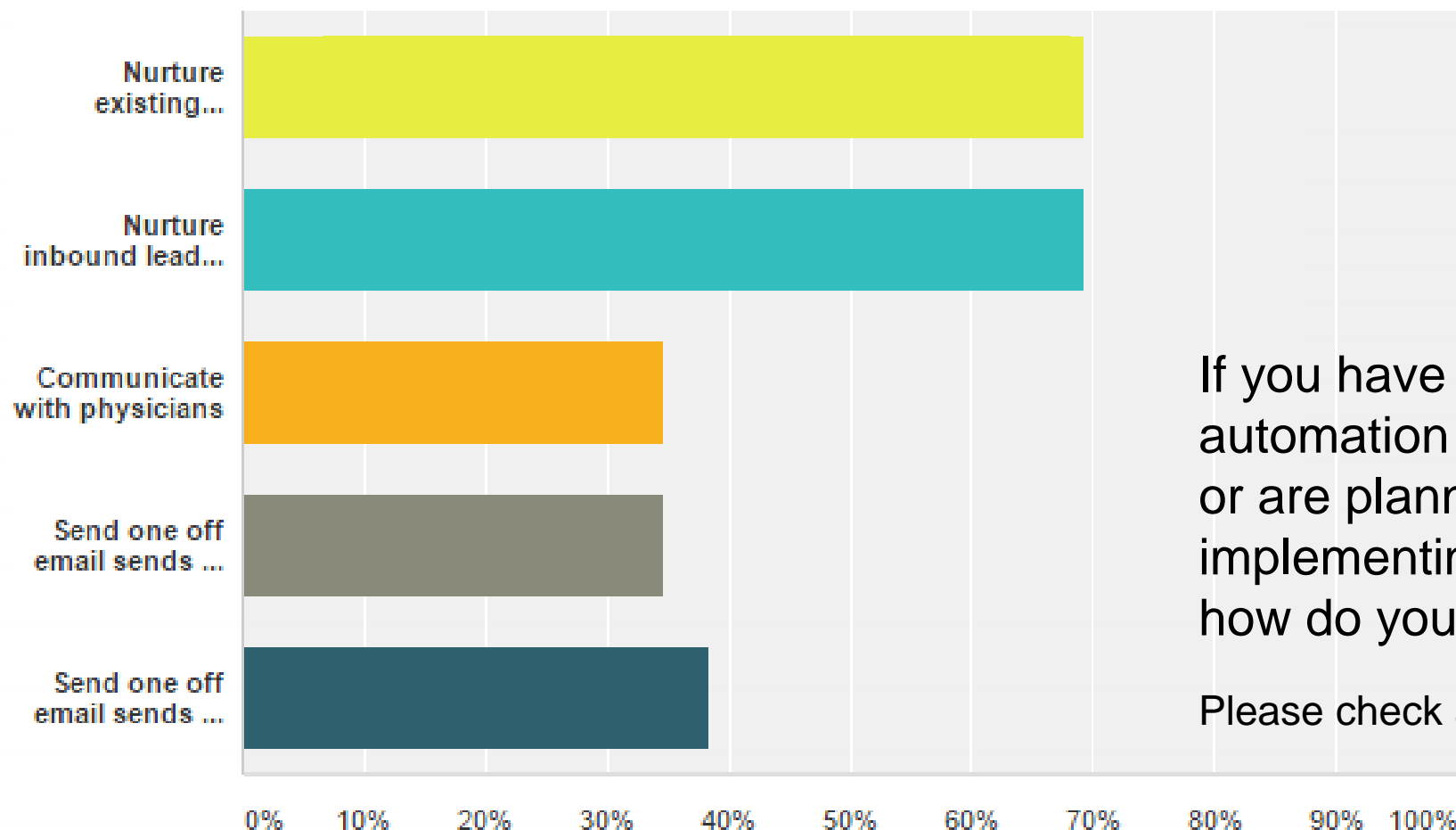
Final Thoughts

Almost 75% of those surveyed DO NOT yet have a marketing automation tool or are unsure if they do.



Do you currently have a marketing automation solution?

Well into the majority plan on using marketing automation for “nurturing” both consumers and/or existing patients. Perfect.



If you have a marketing automation tool in place or are planning on implementing one soon, how do you use it?

Please check all that apply.

What is Marketing Automation?

Marketing Automation Defined

A persistent methodology for
acquiring/developing prospects
and engaging patients so that they
keep your health system on the
“list for consideration.”

Words to Live By

“Not implementing a Marketing Automation (MA) solution may be the ultimate career limiting move for today’s marketers. **If you haven’t gotten started you’re already behind the 8 ball.**”

THE STATS ON MARKETING AUTOMATION

BEING A PRIORITY TO CMO'S
OR OTHER C LEVEL EXECS



30%

OF MARKETING-RELATED TECHNOLOGY &
SERVICES ARE ALREADY PURCHASED BY
MARKETING EXECUTIVES, AND IN 2011

B2B & B2C

MARKETING BUDGETS WERE ALMOST
THREE TIMES AS HIGH AS IT BUDGETS

HOW MANY FORTUNE 500, MID-LEVEL AND SMALL
COMPANIES ARE USING **MARKETING AUTOMATION** ?



15%

OF SMALL & MIDSIZE
BUSINESSES(SMBS) HAVE
ADOPTED
A MAP.

36%

INDICATED THEY ARE
PLANNING
TO USE A MAP
WITHIN THE NEXT YEAR -
THAT'S MORE THAN DOUBLE!

25%

OF FORTUNE 500
COMPANIES
USE
MARKETING
AUTOMATION.

(MARKETING AUTOMATION PLATFORM = MAP)

4,000+

ATTENDED THE CONNECTIONS EVENT LAST YEAR. THIS WAS

RECORD-SETTING.

MARKETING IS THE FASTEST- GROWING



Salesforce.com
noted that Gartner
has forecasted that
21 percent spending
growth to continue
through 2017.

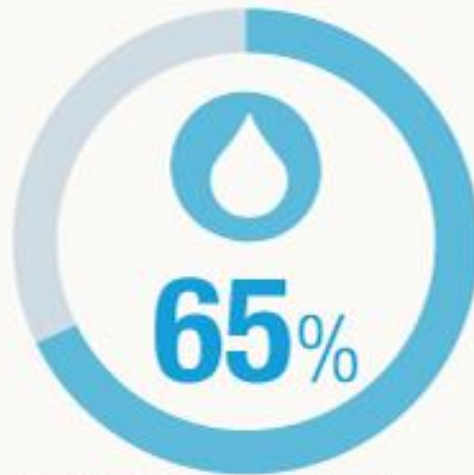
CATEGORY FOR 2012 WHEN IT GREW AT 21%, MORE THAN FOUR
TIMES THE SOFTWARE INDUSTRY FORECAST NORM FOR THAT YEAR.

THE NEED FOR AUTOMATION

Marketing and sales departments alike experience issues with the lead generation process. These issues can lead to a disconnect between the two departments, but that can be corrected with automation.



68% of companies have not identified or attempted to measure their sales funnel.



65% of companies have no defined lead nurturing process or toolset.

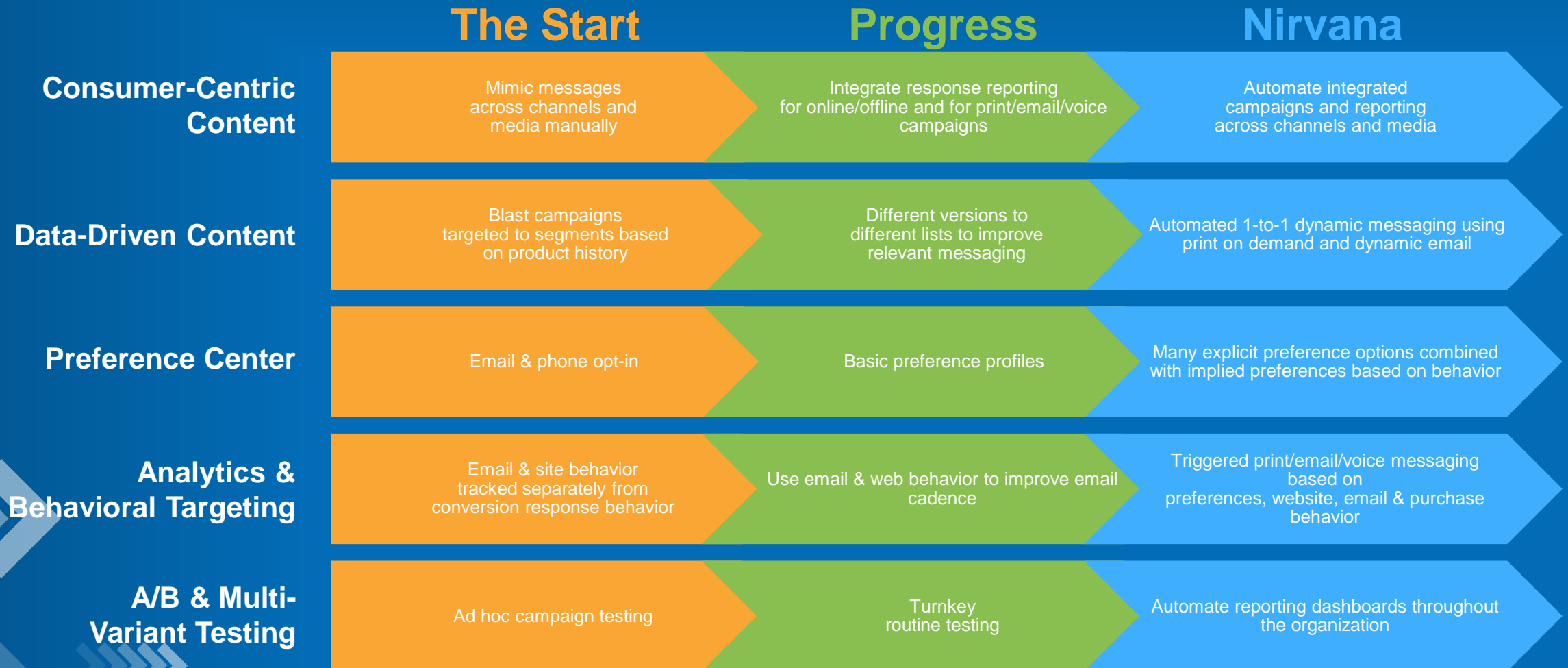


A staggering 79% of marketing leads are never converted to sales.



Only 56% of companies have a system or toolset in place to qualify marketing leads.

The Ultimate Marketing Automation Goal



Highlights of Marketing Automation

- › Automate repetitive tasks
- › Reduce human error
- › Streamline marketing organization activity

What to look for in a Marketing Automation Tool

Lots of Vendors

Numerous Cloud Based Marketing Automation Systems



ORACLE | eloqua.

eTrigue.
Marketing Automation for the Rest of Us™

HubSpot

Marketo



optify

TERADATA.

SalesFUSION™

Infusionsoft.
Small Business Sales & Marketing

evariant®
MOVING HEALTHCARE AHEAD®

Qualification



Personalization

Nurture Email – Personalized and Relevant

From: **Jim Redmond** Sent: Wed 3/5/2008 8:19 PM
To: **Jason Smith**
Cc:
Subject: Forrester Lead Generation Report

Hi Jason,

I noticed you were on the site today and downloaded our 8 Critical Steps to Lead Generation Guide. I also thought that you may also be interested in a new Forrester Report on Lead Generation available complimentary to you at <http://www.omniture.com/forresterleadgeneration>.

We've been helping a number of our High Tech marketing customers similar to Software, Inc improve lead generation through Omniture Test&Target as well as measure important campaign results beyond the lead such as opportunities, closed deals, and sales with Closed Loop Marketing for Salesforce.

If you don't mind, as I periodically come across relevant information to assist you in your job, I'll send it to you. Please let me know if I can provide you with a free evaluation report of how www.software.com compares in generating leads to others in the industry – it requires only 15 minutes of your time to walk you through the findings.

Please contact me with any questions at (888) 783-3942.

Jim Redmond
Omniture

Also, if you find that my emails aren't of value to you, please [click here](#) and I'll stop sending them – hopefully, this isn't the case.

FIRST NAME:
Jason

LAST NAME:
Smith

E-MAIL:
jsmith@software.com

PHONE:
415 987 9325

COMPANY:
Software, Inc

WEB SITE:
www.software.com

COUNTRY:
United States

STATE/PROVINCE:
California

DEPARTMENT/FUNCTION:
Marketing

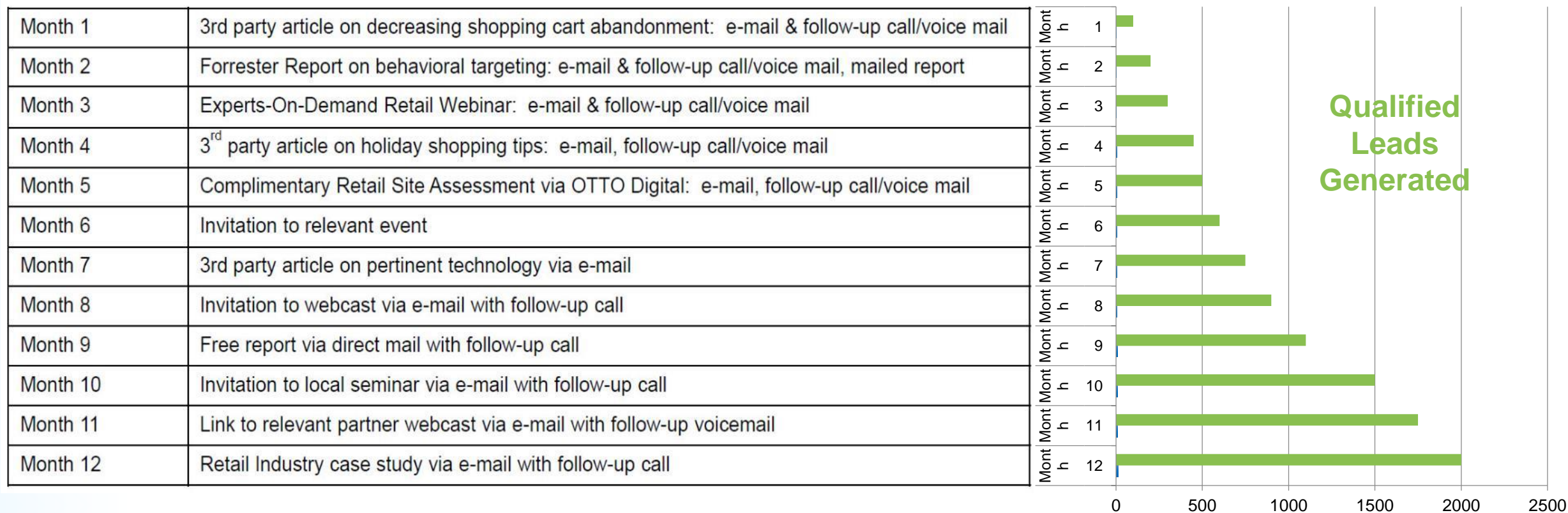
JOB TITLE:
VP

PRIMARY SITE OBJECTIVE:
Generate leads

INDUSTRY:
High Tech

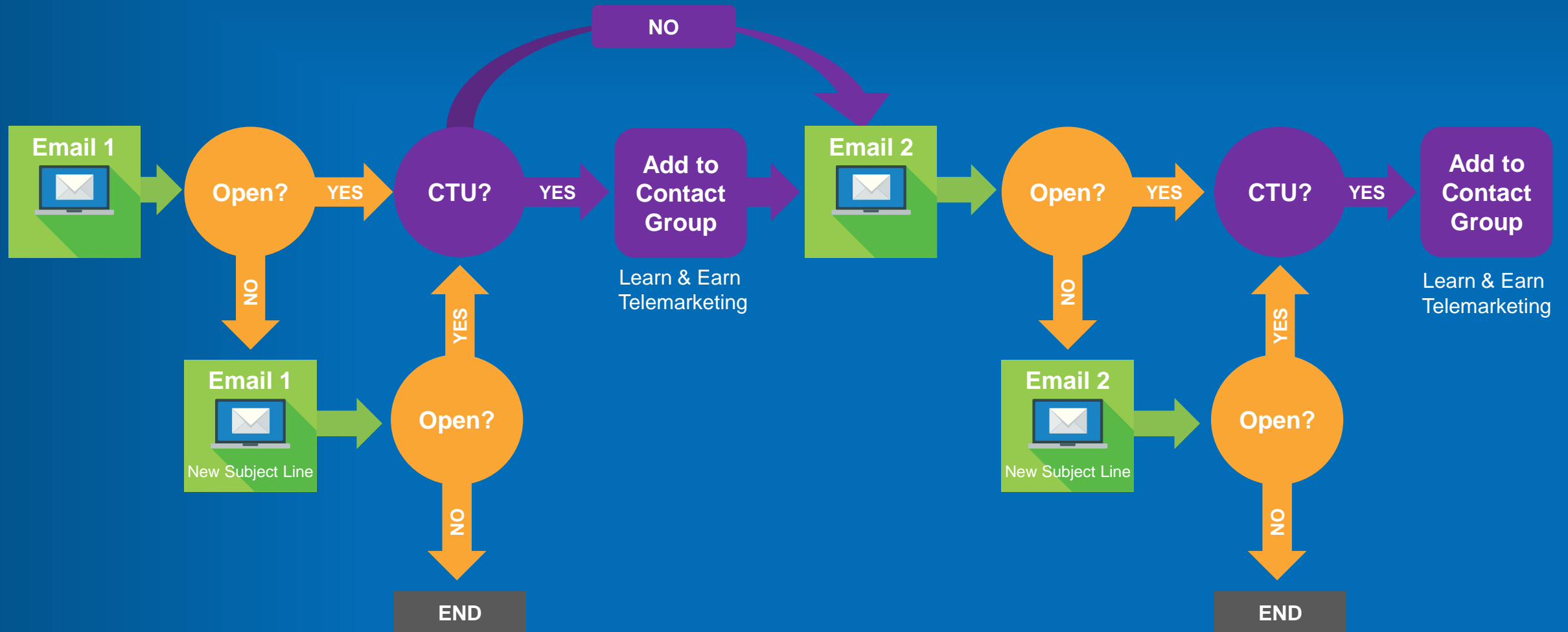
RELATIONSHIP TO OMNITURE:
Just browsing

Scheduling




A focused direct marketing campaign evolves over time to capture qualified leads and increases closed sales

Workflow



Templating

Template Development



Enjoy hassle-free rollover service

Schedule a free consultation

If you've been avoiding the decision to roll over your retirement plan assets due to the paperwork and red tape involved, turn to American Century Investments®. You'll work with a Rollover Specialist responsible for tackling the details for you by overseeing the transfer from your employer's plan to your new Rollover IRA from start to finish.

Your dedicated Rollover Specialist will:

- Guide you through calls with your former employer as necessary.
- Assist you with all the transfer paperwork.
- Provide complimentary investment advice and guidance to help you build a diversified portfolio and select a mix of investments appropriate for your goals.
- Monitor the status of your rollover and notify you once your funds have been transferred.

Our one-call rollover service makes rolling over your retirement assets simple. And, your satisfaction is guaranteed.

Make a smart move. Call 1-888-345-2431 or get started by scheduling a complimentary, one-on-one consultation.

Still have questions?


We're here to help. Access articles, tools and calculators.

[Signature Layout #5](#)

You should consider the fund's investment objectives, risks, and charges and expenses carefully before you invest. The fund's prospectus, which can be obtained by calling 1-800-345-2021, contains this and other information about the fund, and should be read carefully before investing. Investments are subject to market risk.

Real World Email

If you are having trouble reading this email, read the online version.



Enjoy hassle-free rollover service

Schedule a free consultation

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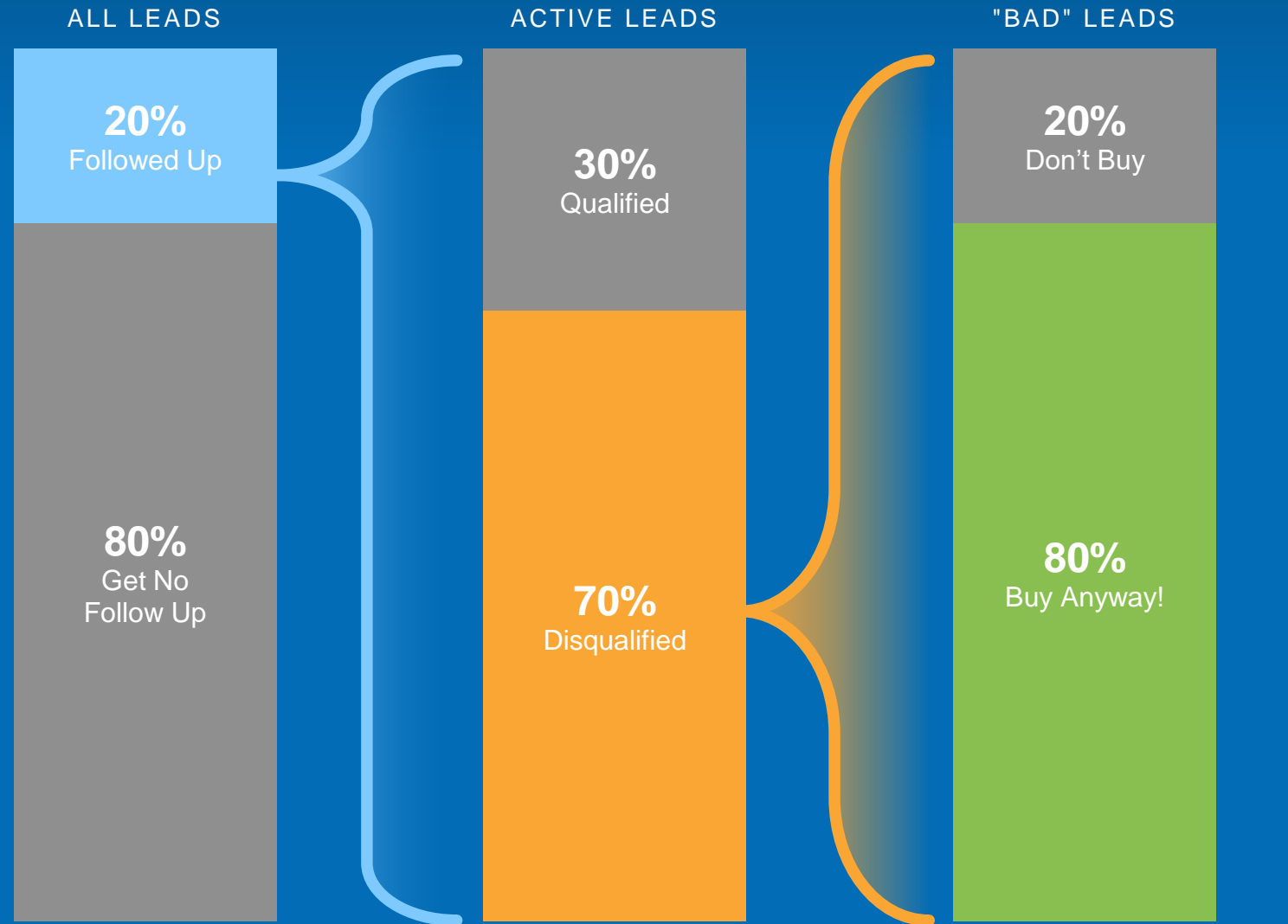


MOVING HEALTHCARE AHEAD®

How to Nurture Acquired Consumer Prospects

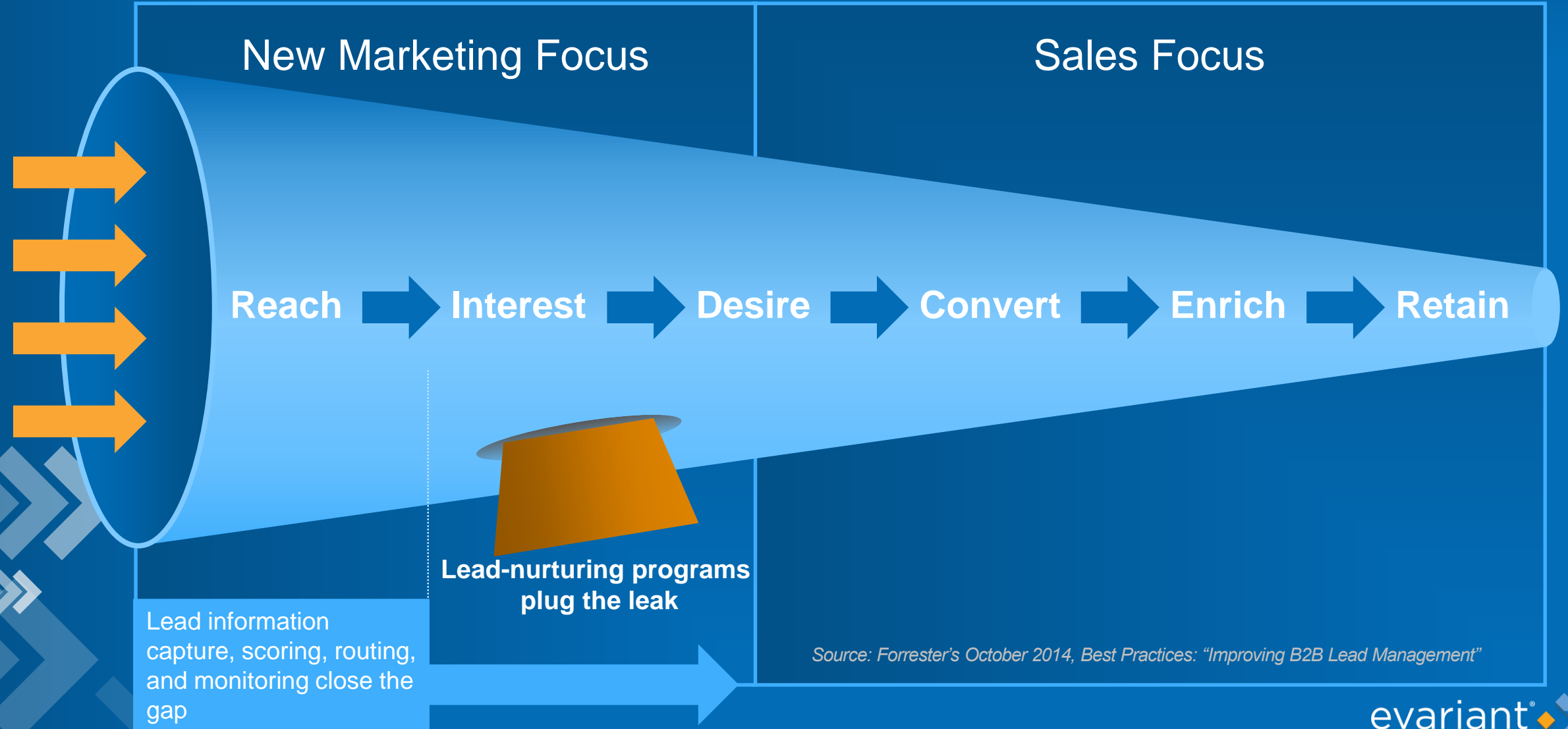
Why Nurture?

- › 70% of marketers believe that MA technology can help them develop more high-quality leads. (Forrester Research)
- › Marketing & Biz Dev personnel dedicate 14% of their time to lead development, but only 6.3% of leads are utilized. (Sirius Decisions)



Source: Sirius Decisions

Plugging the Leak



Mapping Your Program

1. Define your objective
2. Define the WHO
3. Define collateral needed

> Touch point

- Emails
- Phone scripts
- Postcard
- Letter

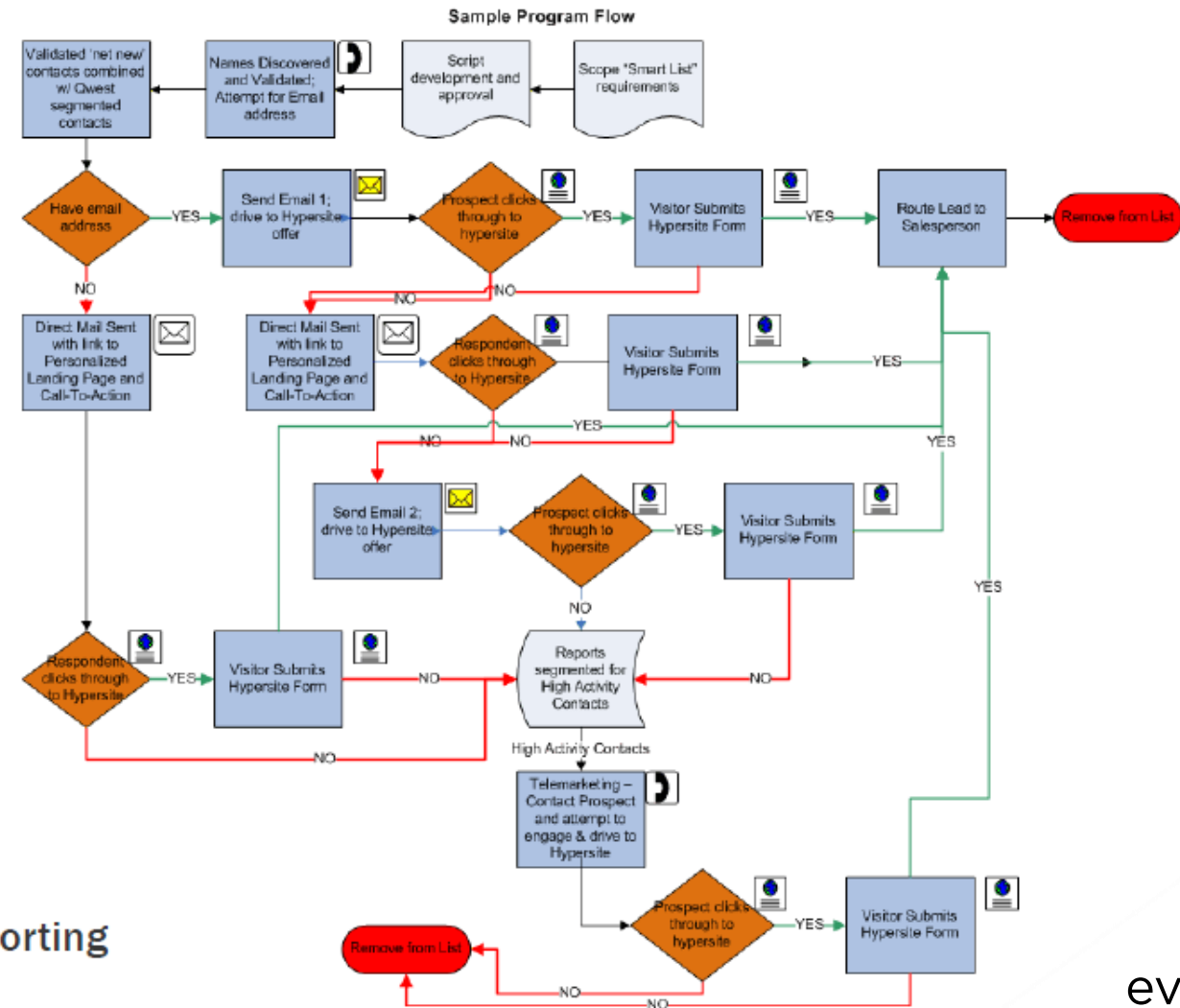
> Content Assets

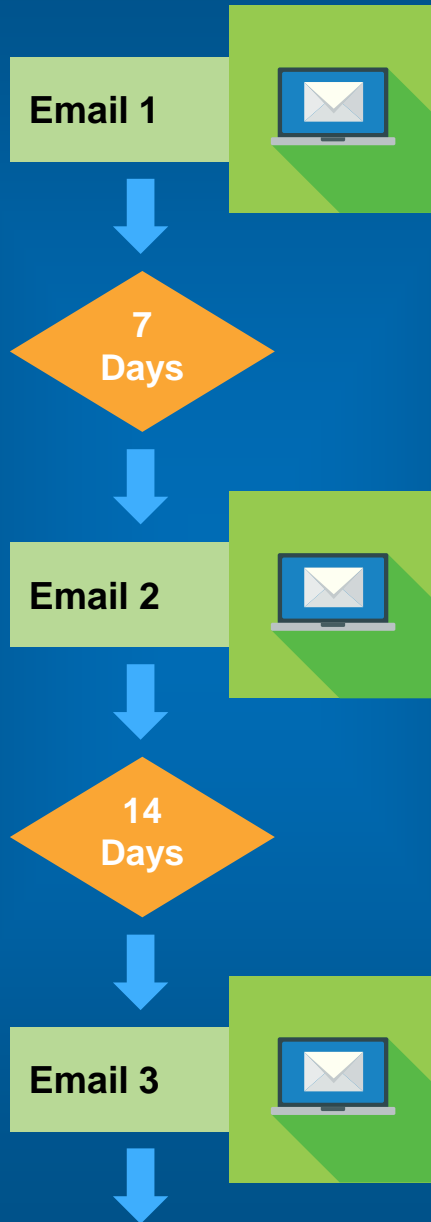
- White papers
- Analyst reports
- Articles
- Research Papers
- Web cast
- Pod cast
- Flash demo

> Interactive media

- Poll / survey
- Scorecard / rank yourself against your peers

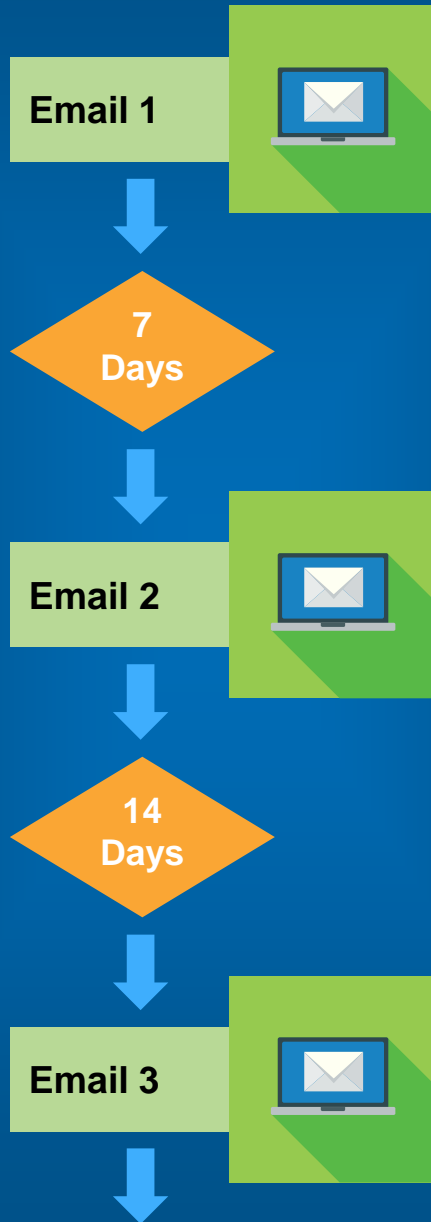
4. Map out the customer experience
5. Test and launch
6. Ongoing evaluation and monitor reporting
7. Keep content fresh





Best Practices to Start

- › Keep it simple to start (KISS!)
- › Provide value-added content
- › Allow leads to “raise-their-hand” with secondary calls-to-action
- › Keep them interested by telling them what is coming next
- › Track online activity to determine when a lead’s interest has increased

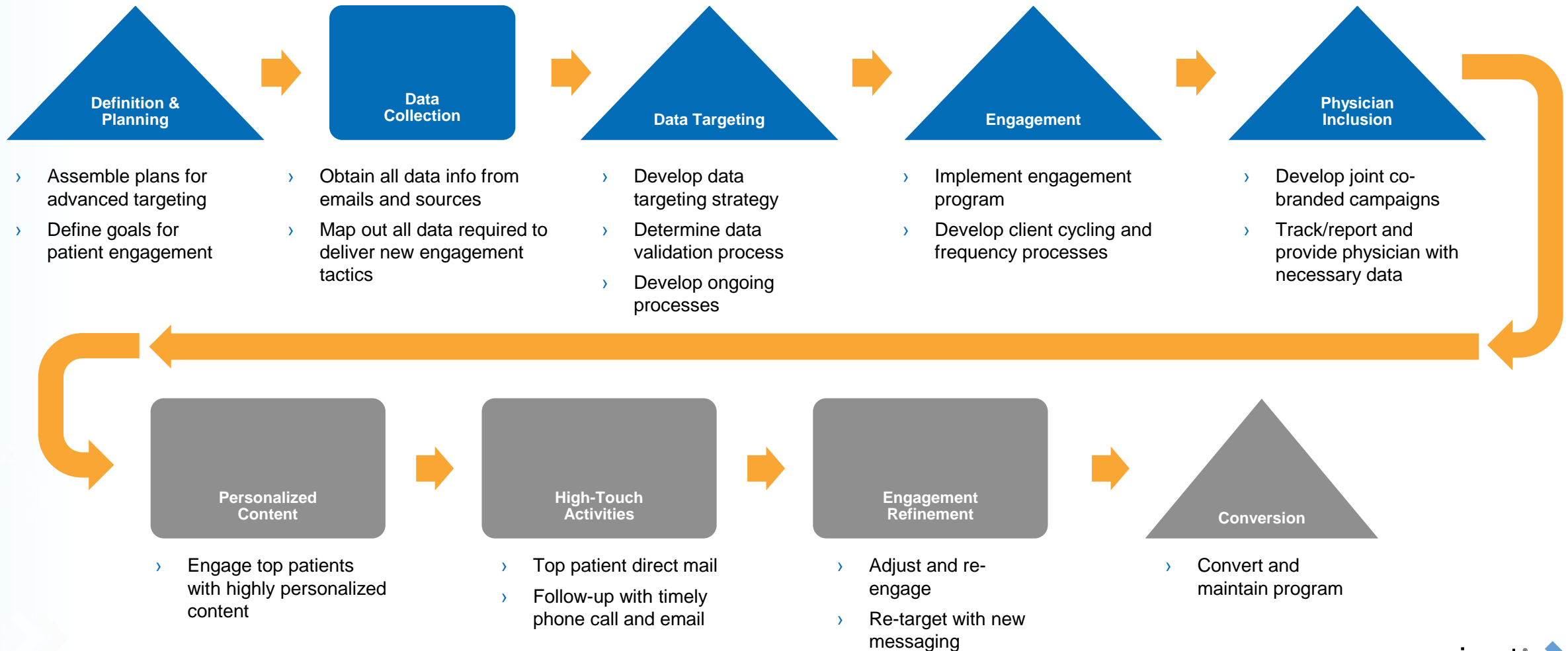


Best Practices in Flight

- › Nurture leads throughout the buying cycle
- › Average of 4 touches/program
- › Test timing between touches
- › B2B: 10 days between touches
- › B2C: 3-8 days between touches; more frequent in front half, then slow

How to Engage and Retain Existing Patients

Marketing & Ops Procedures



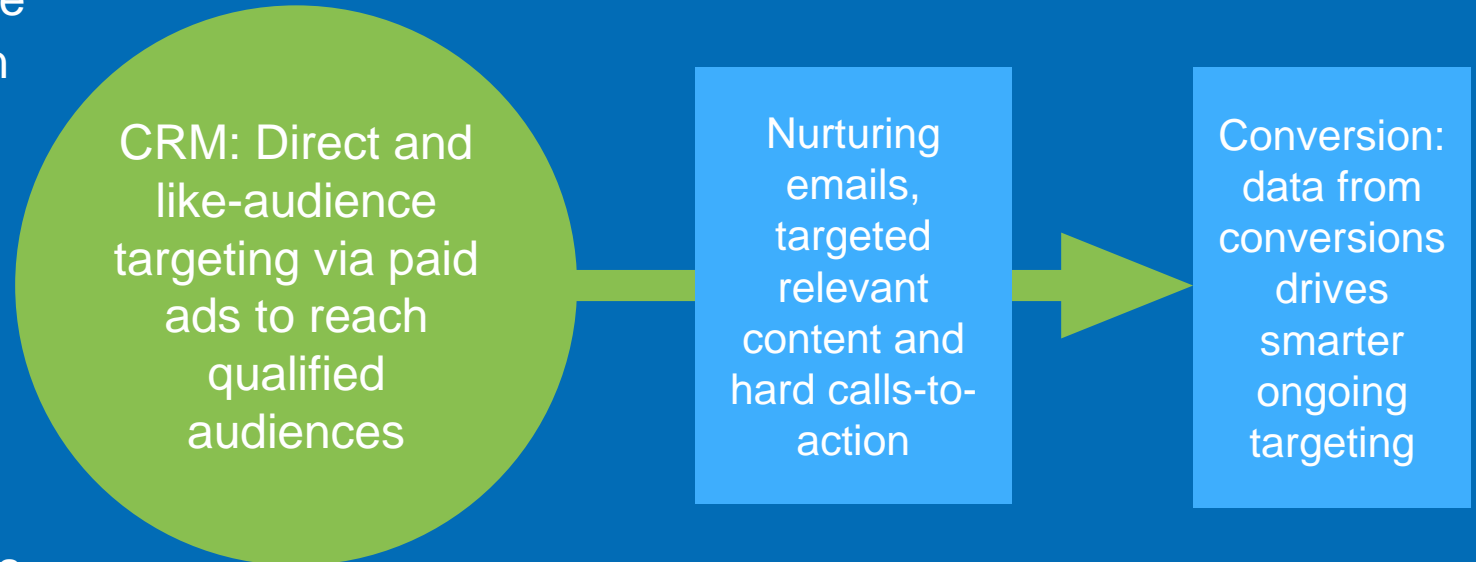
Rules of Engagement

1. Do not initiate contact without a clear objective.
2. Start with the patient, not the service.
3. Pick up where the last interaction left off.
4. Don't ask a patient for the same thing more than once.
5. Make the interaction personal and personalized.
6. Deliver information that reflects what's learned about them.
7. Learn about patients in bits....not all at once

What Scripps Health is Doing – Journey to Automation

Our Marketing Framework

- 1 Our digital first marketing strategies use an omni-channel approach to drive acquisition, engagement and retention throughout the patient journey.
- 2 We leverage data and insights to individualize tactics based on consumer segmentation.
- 3 We focus on commercial primary care acquisition and service line procedures that generate strong ROMI.



Knee & Hip Replacement Campaigns

Marketing automation is part of omni-channel approach to lead engagement and nurturing toward patient acquisition.

Strategy:

Increase awareness of Scripps orthopedics, focused on PPO and patient influencer audiences, 64 years and under

Support strategic growth objectives for hip and knee replacement procedures

Objectives:

- › Drive hip and knee patients to seek “the right care in the right place”
- › Grow market share through percentage gains from local competitors
- › Generate 700 leads with XX% conversion rate for XX new surgeries

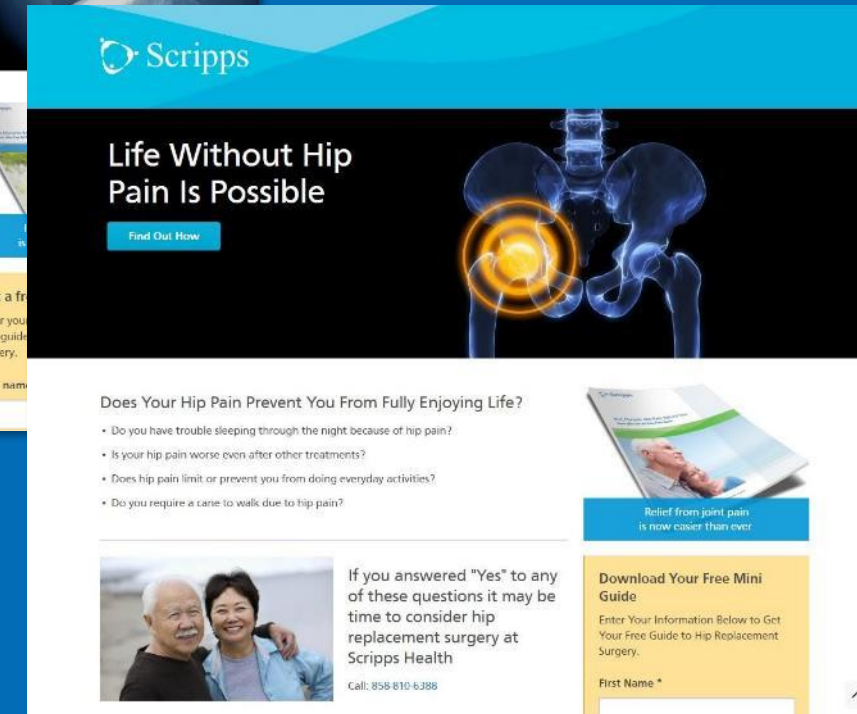
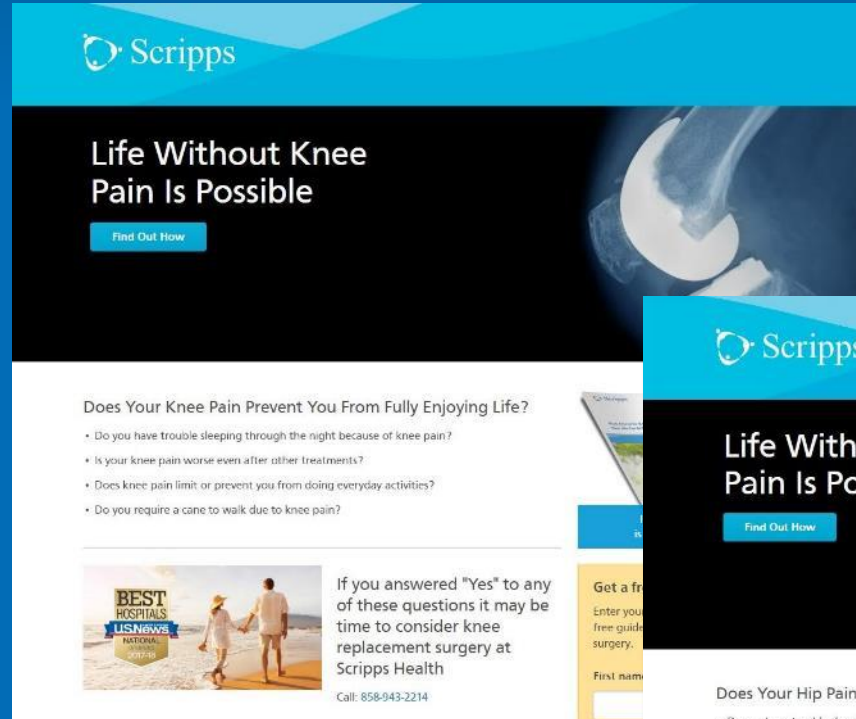
Knee and Hip Replacement Acquisition Strategy

Integrated Channels Strategy

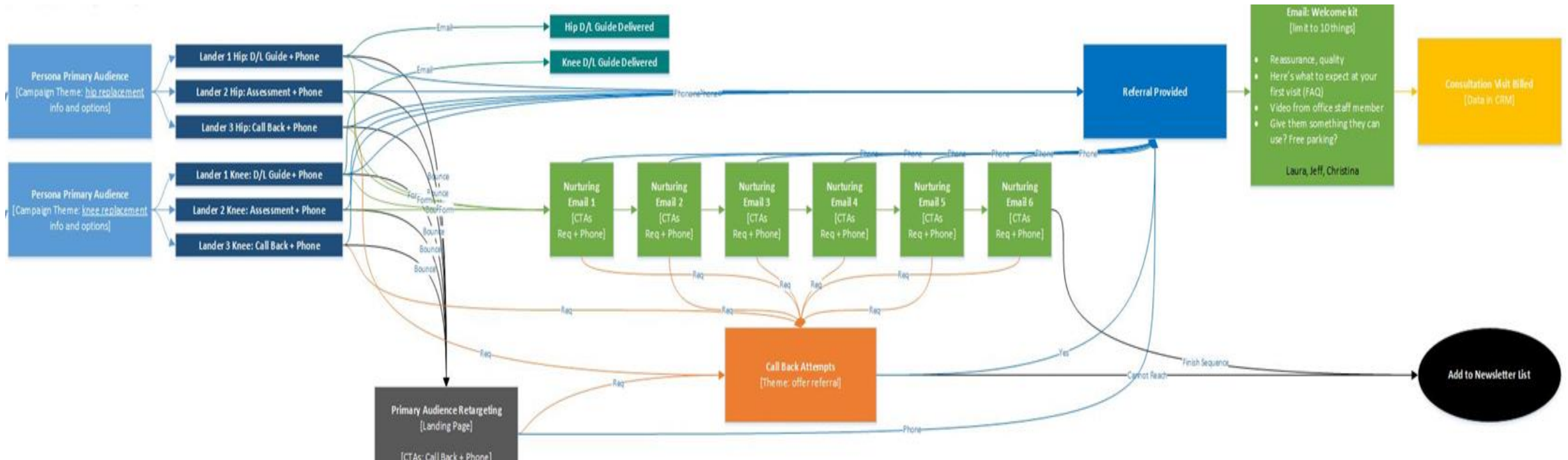
- › Paid search
- › Organic search
- › Paid social
- › Organic social
- › Content marketing
- › Email nurturing
- › Engagement Center
- › MD talks

CTA Strategy

- › Self-Assessment / Download Guide
- › Request Callback
- › Call Us



Acquisition/Nurturing Journey Example



Patient Acquisition Workflow

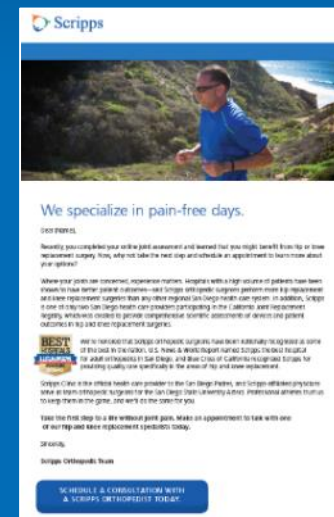
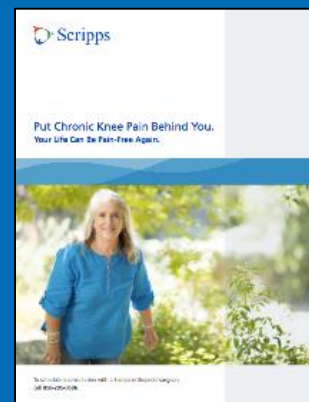
Target Audience

- Identify target FFS audience and personas
- Create patient journey
- Develop like audiences



Nurturing Content

Patient stories, nurturing emails, guides and other digital content related to care lines nurture leads to conversion



Conversion

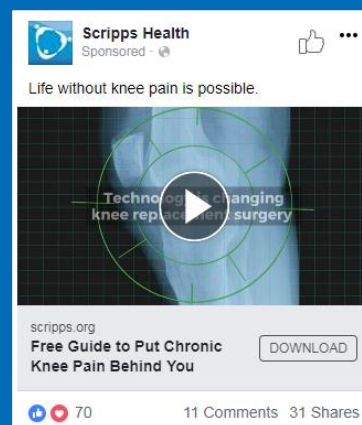
Track appointment / procedure scheduled with ROI modeling based on contribution margin

Targeted advertising

- Paid search and social ads based on demographic + insurance (<64 age)
- Messaging for why to choose Scripps as well as specific care line messaging based on target demographics

Total Knee Replacement
Take Our Assessment Today
scripps.org/Knee-Injury/Take-Assessment
Minimally invasive techniques & treatments available at Scripps Health.

Scripps Orthopedic Knee Doctor
Take An Assessment Today
scripps.org/Knee-Care/Take-Assessment
Take our assessment to learn more about relief from joint pain.



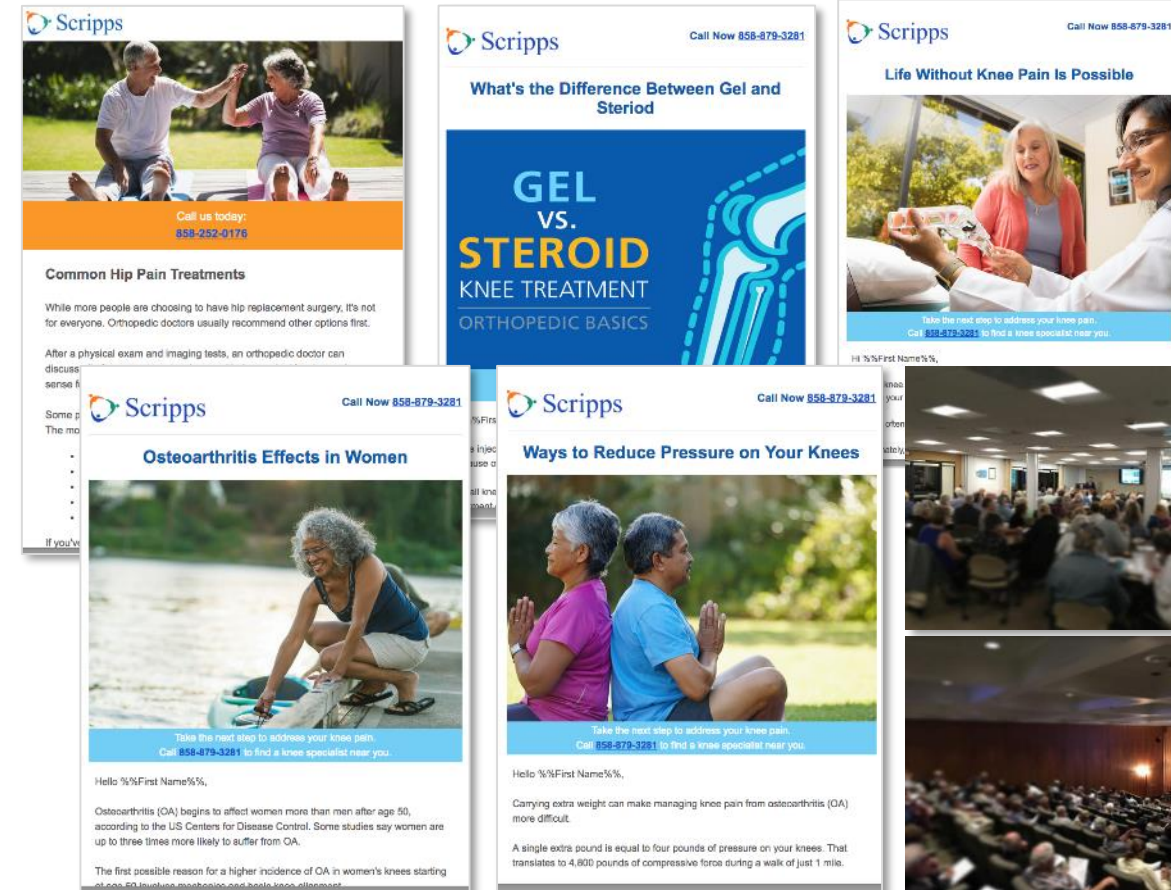
Targeted Direct Mail and Events

Direct mail and events to target demographics and personas using Experian data



Marketing Automation

- › All email content mapped to patient journey, pre-loaded and programmed for timed distribution once lead is captured in Evariant platform.
- › After form completion on the landing page:
 - › *Thank you auto-email.*
 - › *Series of nurturing emails sequenced from top of funnel (why does my knee hurt? and progressing further down funnel (gel vs. steroid injection).*
 - › *800-SCRIPPS Team notified to make outbound calls to unconverted leads in targeted zip codes when MD Talks in community are happening.*
 - › *Auto-reminder emails sent to RSVPs of MD Talks*



Campaign Tactics

Downloadable Guide

Is Knee Replacement Right for You?

Start your assessment

Does knee pain prevent you from fully enjoying life?

- Do you have trouble sleeping through the night because of knee pain?
- Is your knee pain worse than other types of pain?
- Does knee pain limit or prevent you from doing everyday activities?
- Do you require a cane to walk due to knee pain?

If you answered "Yes" to any of these questions it may be time to consider knee replacement surgery at Scripps Health.

Learn more about knee replacement surgery

Knee replacement surgery is among the most common surgeries in the U.S., and Scripps surgeons perform more than 2,000 hip and knee replacement surgeries each year. That total is more than any other local health care provider, according to the Office of Statewide Health Planning and Development.

Total knee replacement

Robotically assisted knee replacement

Knee replacement recovery time

Take your free knee pain assessment

Start here

Why choose Scripps for orthopedic care?

Thanks to improved technology and advanced surgical techniques, knee replacement is now safer, safer and more effective than ever before.

Scripps surgeons use the latest in medical equipment and innovative procedures to place artificial joints — called implants — with outstanding precision and accuracy to ensure your natural anatomy and movement.

In many cases, knee replacement can mean a shorter hospital stay and faster recovery.

Paid Search / Campaign Landing Page

Infographics

Scripps

Put Chronic Knee Pain Behind You.
Your Life Can Be Pain-Free Again.

To schedule a consultation with a Scripps orthopedic surgeon, call 858-295-0000.

OSTEOARTHRITIS AND ATHLETES

Athletes and weekend warriors who experience a serious knee injury in their prime competitive years may be up to 5X more likely to develop OA later in middle age (45-65).

A recent review of published studies revealed a higher prevalence of OA later in life for people who had surgery to repair cartilage or an Anterior Cruciate Ligament (ACL).

SPORTS most commonly associated with knee injuries that led to Osteoarthritis (OA)

- Football
- Soccer
- Weightlifting
- Wrestling
- Distance and Trail Running

Gender plays a clear role in OA. OA is more prevalent in men under 50 than women and more prevalent in women over 50 than men.

GEL vs STEROID KNEE TREATMENT

ORTHOPEDIC BASICS

GEL INJECTION Supplements joint fluid that naturally lubricates movement

STEROID SHOT Cortisone injected directly into the inflamed and painful knee

Scripps Health Sponsored

Hip replacement is now easier, safer and more effective than ever before. Download your free guide to find out more.

Technology is changing hip replacement surgery

scripps.org

Put Chronic Hip Pain Behind You

Like Comment

Paid Social

Scripps Health Sponsored

Knee replacement is now easier, safer and more effective than ever before. Download your free guide to find out more.

scripps.org

Free Guide to Put Chronic Knee Pain Behind You

DOWNLOAD

50 16 Comments 25 Shares

Like Comment Share



Knee and Hip Replacement Lead Nurturing

- › Email Combined Open Rate: 50%+
- › MD Talk RSVP Rates From Outbound Calls: 40%
- › December Record Month for Knee & Hip Replacements
 - ✓ Paid Search (Google/Bing): 36%
 - ✓ Organic Search: 20%
 - ✓ Paid Social (Facebook): 20%
 - ✓ 800-SCRIPPS Referrals: 16%
 - ✓ Banner (Google Display Network): 4%
 - ✓ Scripps.org Direct Site Visit: 4%

2017/18 Campaign YOY Comparison

› Digital Leads (Search & Social)

› 2017: 733

› **2018: 589 YTD***
(decrease 20%)

› Cost Per Digital Lead

› 2017: \$92.81

› **2018: \$82.39 YTD***
(decrease 11%)

› Call Leads

› 2017: 253

› **2018: 365 (increase 44%)**

› Search

› 2017: 821,478 impressions;
5,680 clicks; 0.69% CTR

› **2018: 219,887**
impressions;
8,335 clicks; 3.79% CTR
(449% increase)

› Procedures

› 2017: XX

› **2018: XX YTD**
(increase 23%)

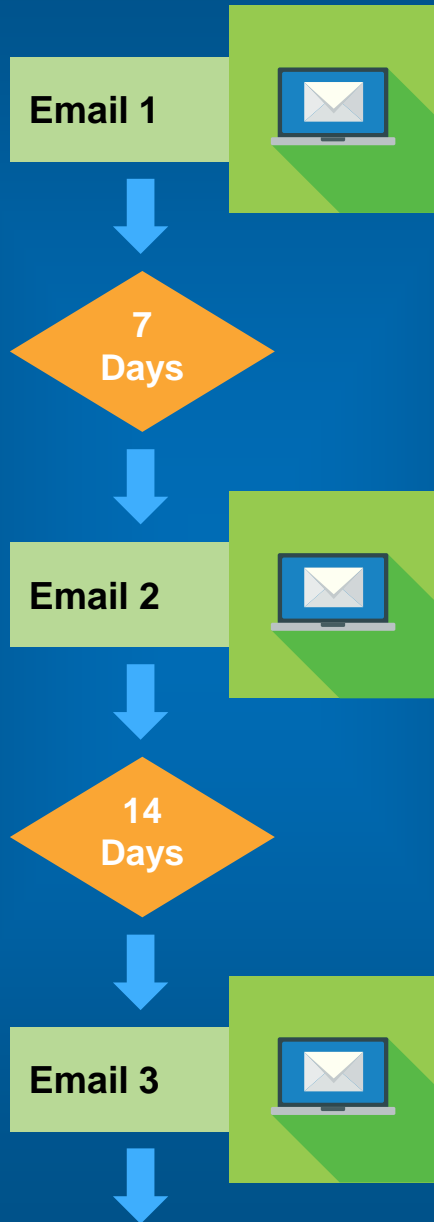
› ROI

› 2017: XX

› **2018: \$XX**
(increase 27%)

Why We Embrace Data & Automation

Final Thoughts



Best Practices Operations

- › Budget 50K – 200K depending on features and # of users.
- › Need at least 1 resource dedicated to MA. Not shared!
- › Plan on integrating MA with CRM and perhaps even CMS.
- › Work with system ops immediately on lead flow/quality.
- › Map every service line patient journey. ABSOLUTE MUST!

Q&A



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Jane Hong
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Rachel Neely
Senior Healthcare Consultant,
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