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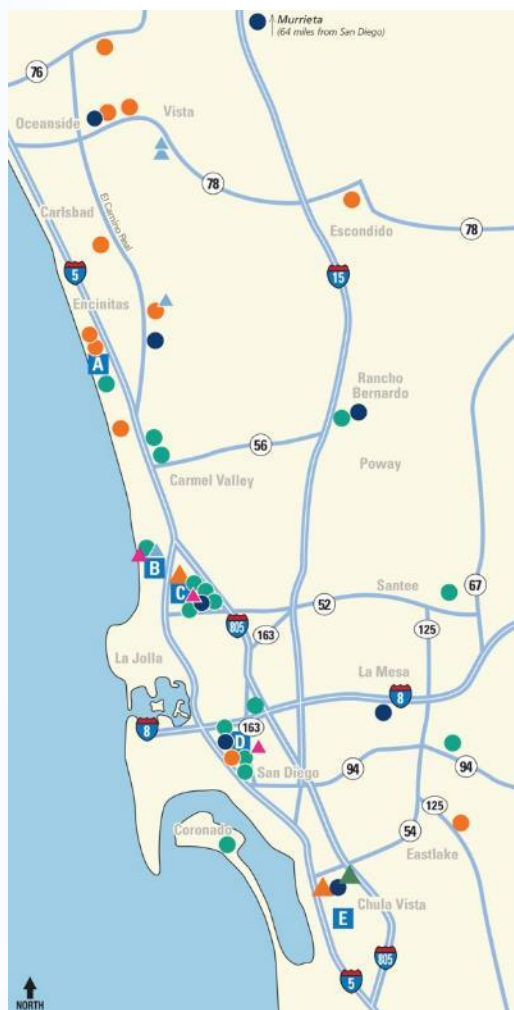
Find. *Guide.* *Keep.* *Find.* *Guide.* *Keep.* *Find.*

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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

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About Us: Scripps Health

About You

Agenda

What Health Systems Think

What is Marketing Automation?

What to Look for in a Marketing Automation Tool
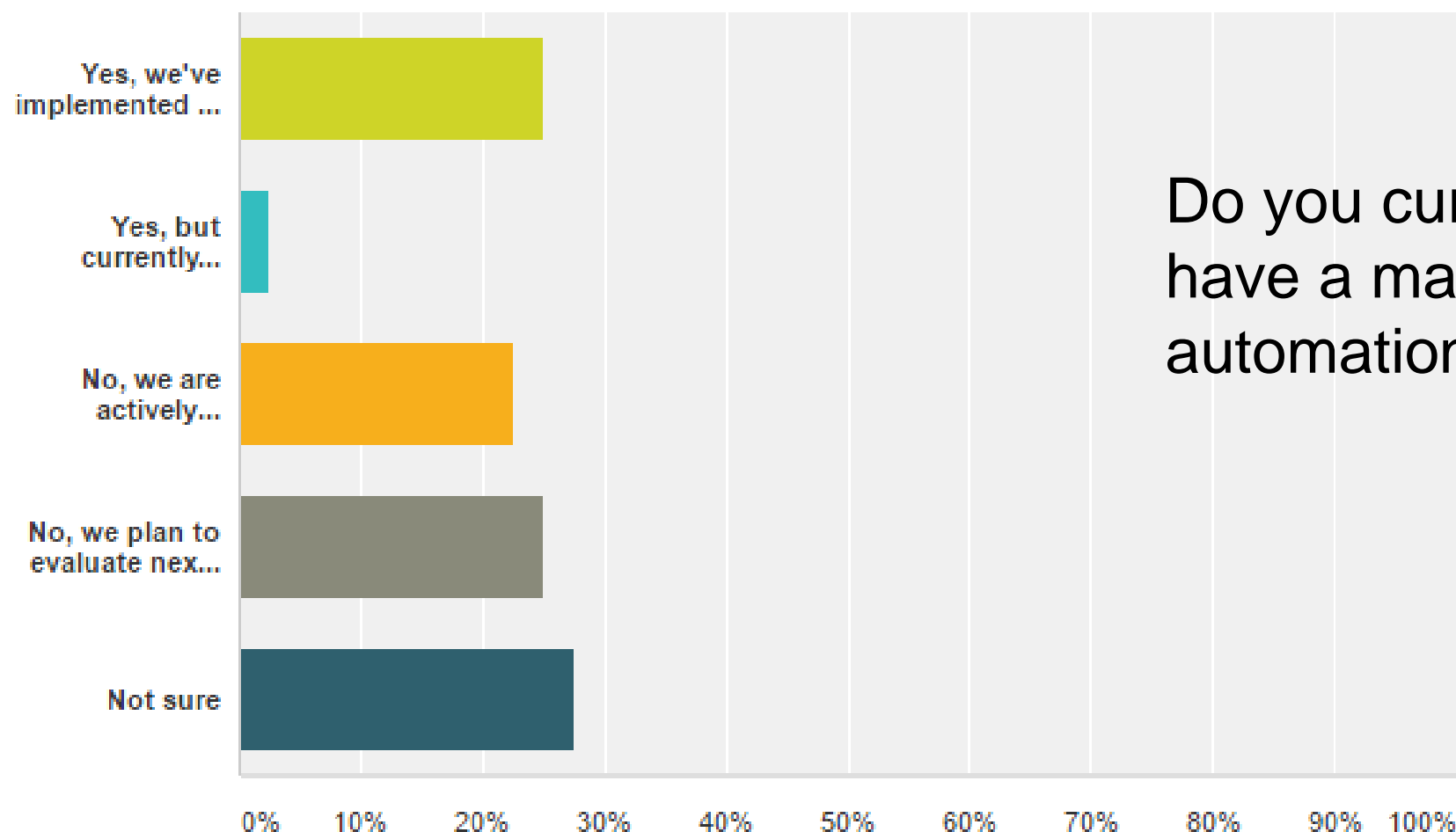
How to Nurture Acquired Consumer Prospects

How to Engage and Retain Existing Patients

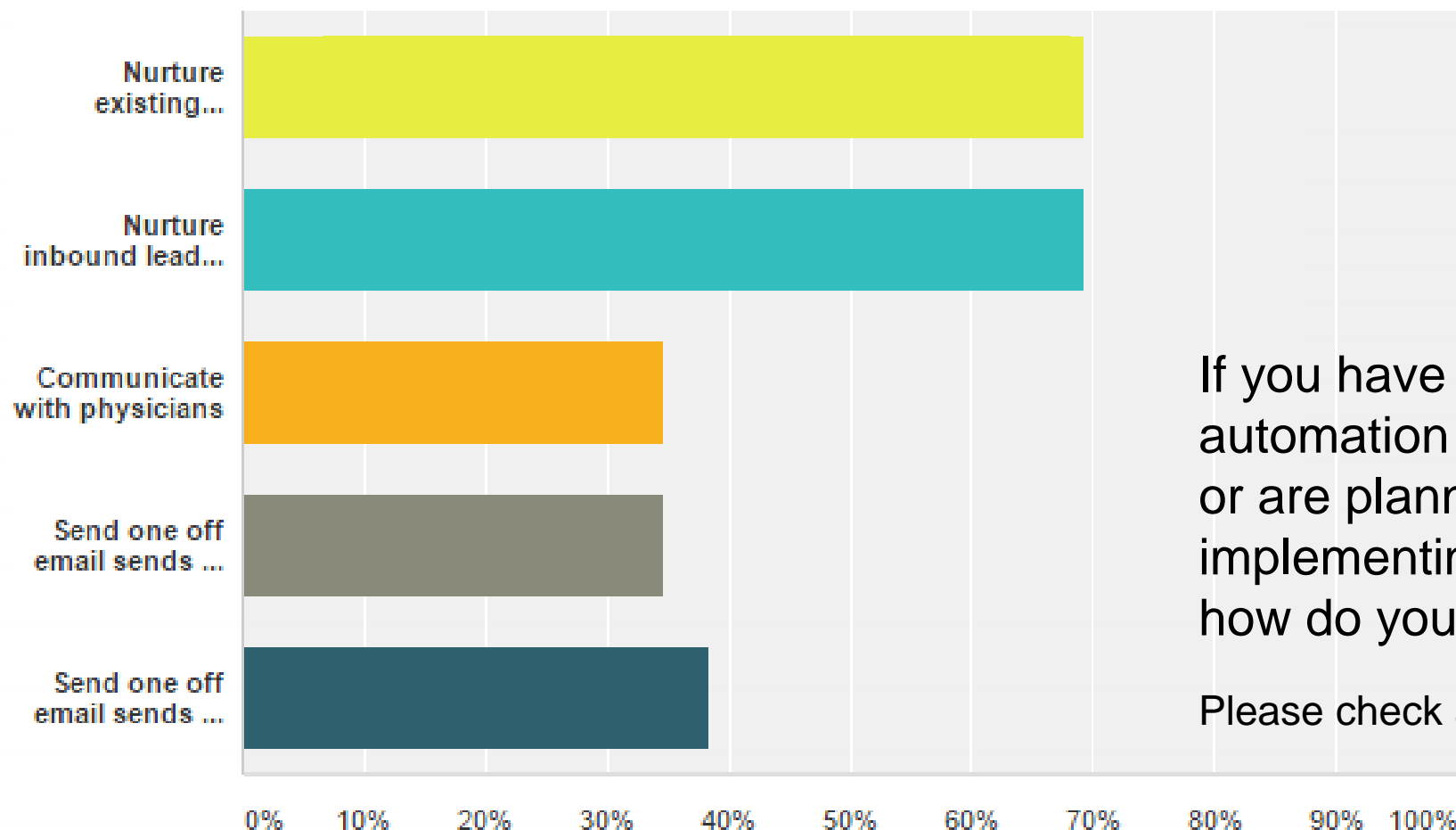Campaign Examples and Concepts

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?

What is
Marketing Automation?

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+

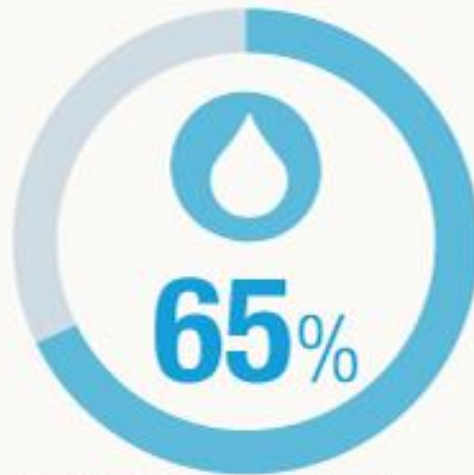ATTENDED THE CONNECTIONS EVENT LAST YEAR. THIS WAS *RECORD-SETTING.*

MARKETING IS THE FASTEST-GROWING CRM

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

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

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THE NEED FOR AUTOMATION

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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%

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

65%

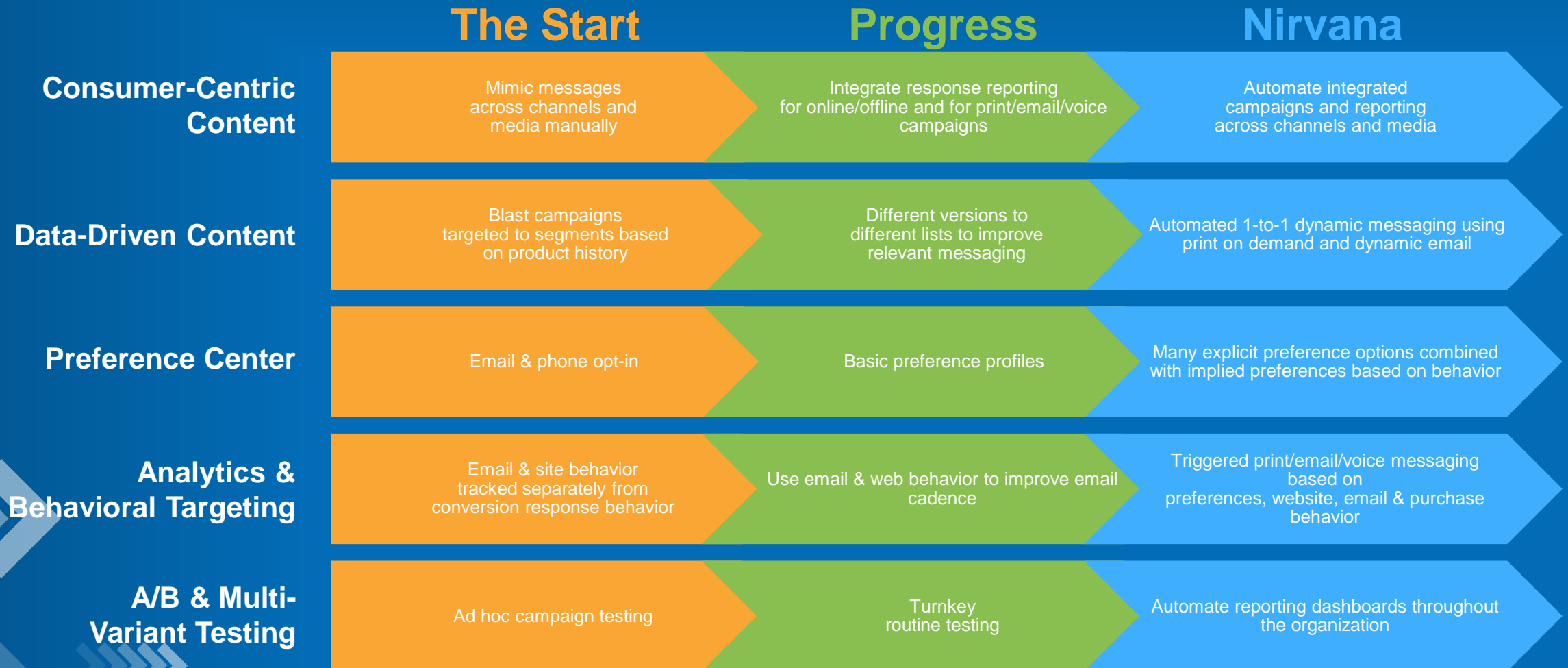65% of companies have no defined lead nurturing process or toolset.

79%

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

56%

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

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The Ultimate Marketing Automation Goal

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	The Start	**Progress**	**Nirvana**
Consumer-Centric Content	Mimic messages across channels and media manually	Integrate response reporting for online/offline and for print/email/voice campaigns	Automate integrated campaigns and reporting across channels and media
Data-Driven Content	Blast campaigns targeted to segments based on product history	Different versions to different lists to improve relevant messaging	Automated 1-to-1 dynamic messaging using print on demand and dynamic email
Preference Center	Email & phone opt-in	Basic preference profiles	Many explicit preference options combined with implied preferences based on behavior
Analytics & Behavioral Targeting	Email & site behavior tracked separately from conversion response behavior	Use email & web behavior to improve email cadence	Triggered print/email/voice messaging based on preferences, website, email & purchase behavior
A/B & Multi-Variant Testing	Ad hoc campaign testing	Turnkey routine testing	Automate reporting dashboards throughout the organization

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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

Qualification

Prospects

Qualified Leads

Marketing Accepted Leads

Marketing Qualified Leads

Closed/Won

Personalization

Nurture Email – Personalized and Relevant

Scheduling

Month 1	3rd party article on decreasing shopping cart abandonment: e-mail & follow-up call/voice mail	Month	1
Month 2	Forrester Report on behavioral targeting: e-mail & follow-up call/voice mail, mailed report	Month	2
Month 3	Experts-On-Demand Retail Webinar: e-mail & follow-up call/voice mail	Month	3
Month 4	3rd party article on holiday shopping tips: e-mail, follow-up call/voice mail	Month	4
Month 5	Complimentary Retail Site Assessment via OTTO Digital: e-mail, follow-up call/voice mail	Month	5
Month 6	Invitation to relevant event	Month	6
Month 7	3rd party article on pertinent technology via e-mail	Month	7
Month 8	Invitation to webcast via e-mail with follow-up call	Month	8
Month 9	Free report via direct mail with follow-up call	Month	9
Month 10	Invitation to local seminar via e-mail with follow-up call	Month	10
Month 11	Link to relevant partner webcast via e-mail with follow-up voicemail	Month	11
Month 12	Retail Industry case study via e-mail with follow-up call	Month	12

Qualified Leads Generated

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

Workflow

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Email 1 → **Open?** —YES→ **CTU?** —YES→ **Add to Contact Group**

NO (arc from CTU? back to Email 2)

Open? —NO→ **Email 1** (New Subject Line)

Email 1 (New Subject Line) → **Open?** —YES→ (to CTU?)

Open? —NO→ **END**

Add to Contact Group
Learn & Earn Telemarketing

Email 2 → **Open?** —YES→ **CTU?** —YES→ **Add to Contact Group**

Open? —NO→ **Email 2** (New Subject Line)

Email 2 (New Subject Line) → **Open?** —YES→ (to CTU?)

Open? —NO→ **END**

Add to Contact Group
Learn & Earn Telemarketing

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Templating

Template Development

Real World Email
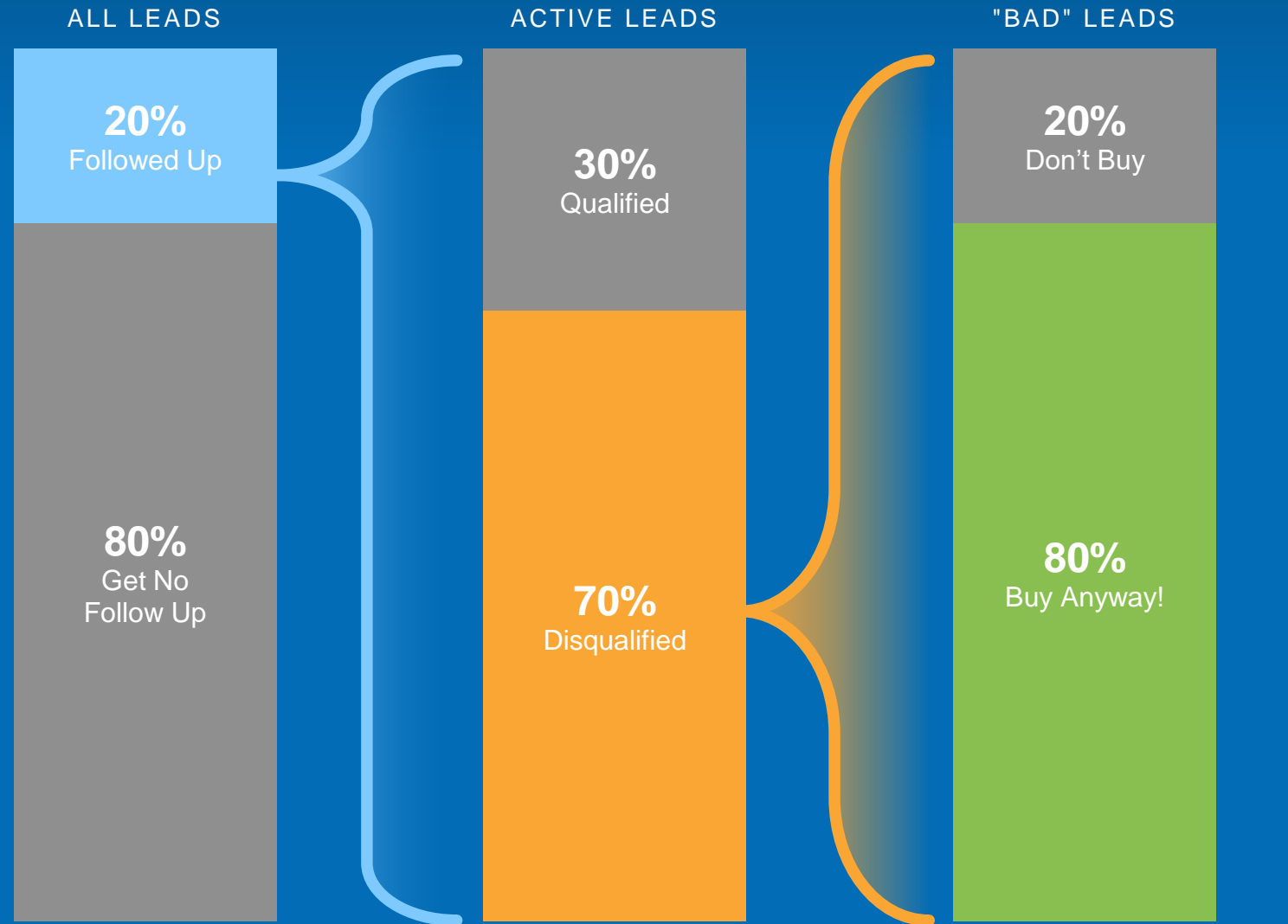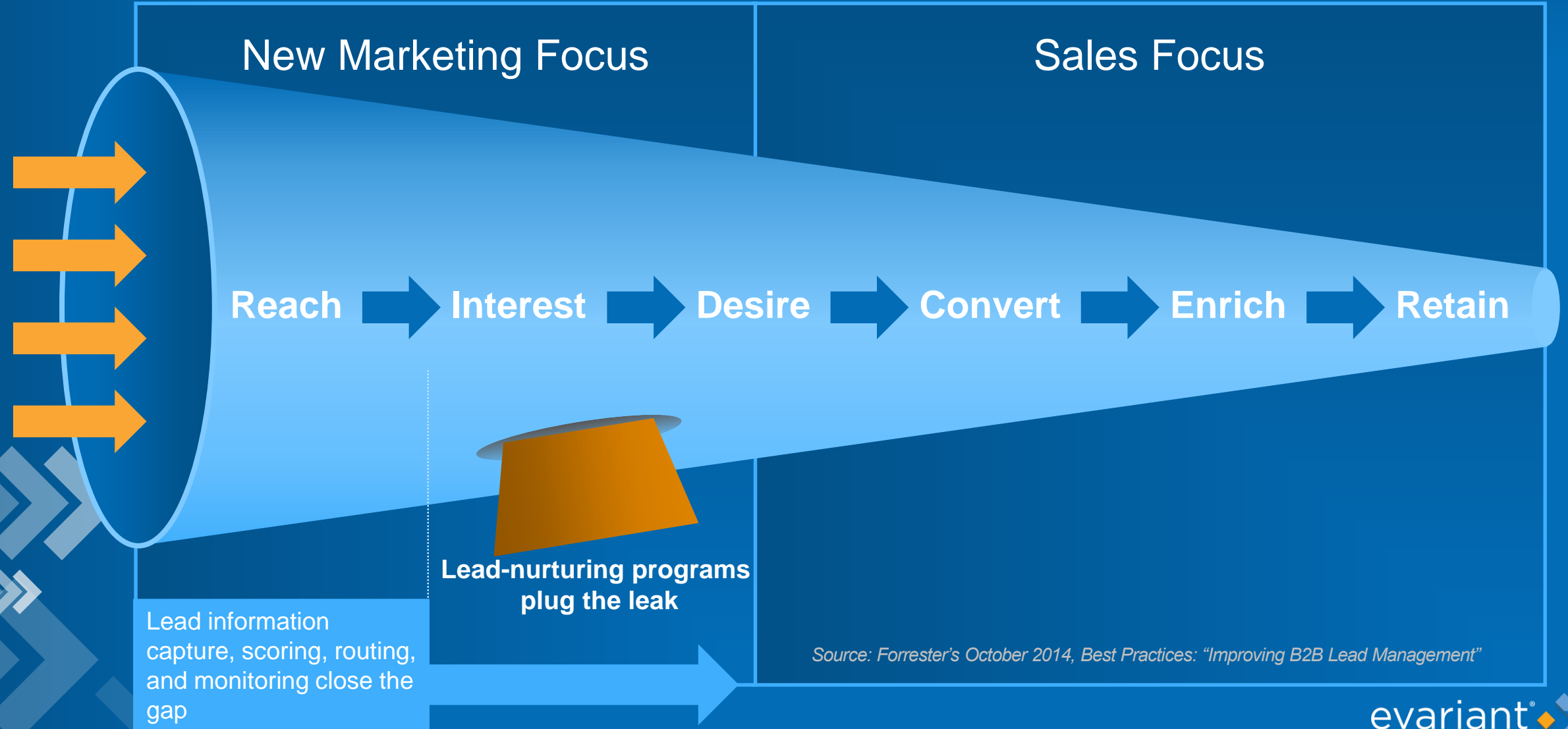
How to Nurture
Acquired Consumer Prospects

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)

ALL LEADS

20%
Followed Up

80%
Get No Follow Up

ACTIVE LEADS

30%
Qualified

70%
Disqualified

"BAD" LEADS

20%
Don't Buy

80%
Buy Anyway!

Source: Sirius Decisions

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Plugging the Leak

New Marketing Focus

Sales Focus

Reach → **Interest** → **Desire** → **Convert** → **Enrich** → **Retain**

Lead-nurturing programs plug the leak

Lead information capture, scoring, routing, and monitoring close the gap

Source: Forrester's October 2014, Best Practices: "Improving B2B Lead Management"

Mapping Your Program

1. Define your objective
2. Define the WHO
3. Define collateral needed
   - › Touch point
     - Emails
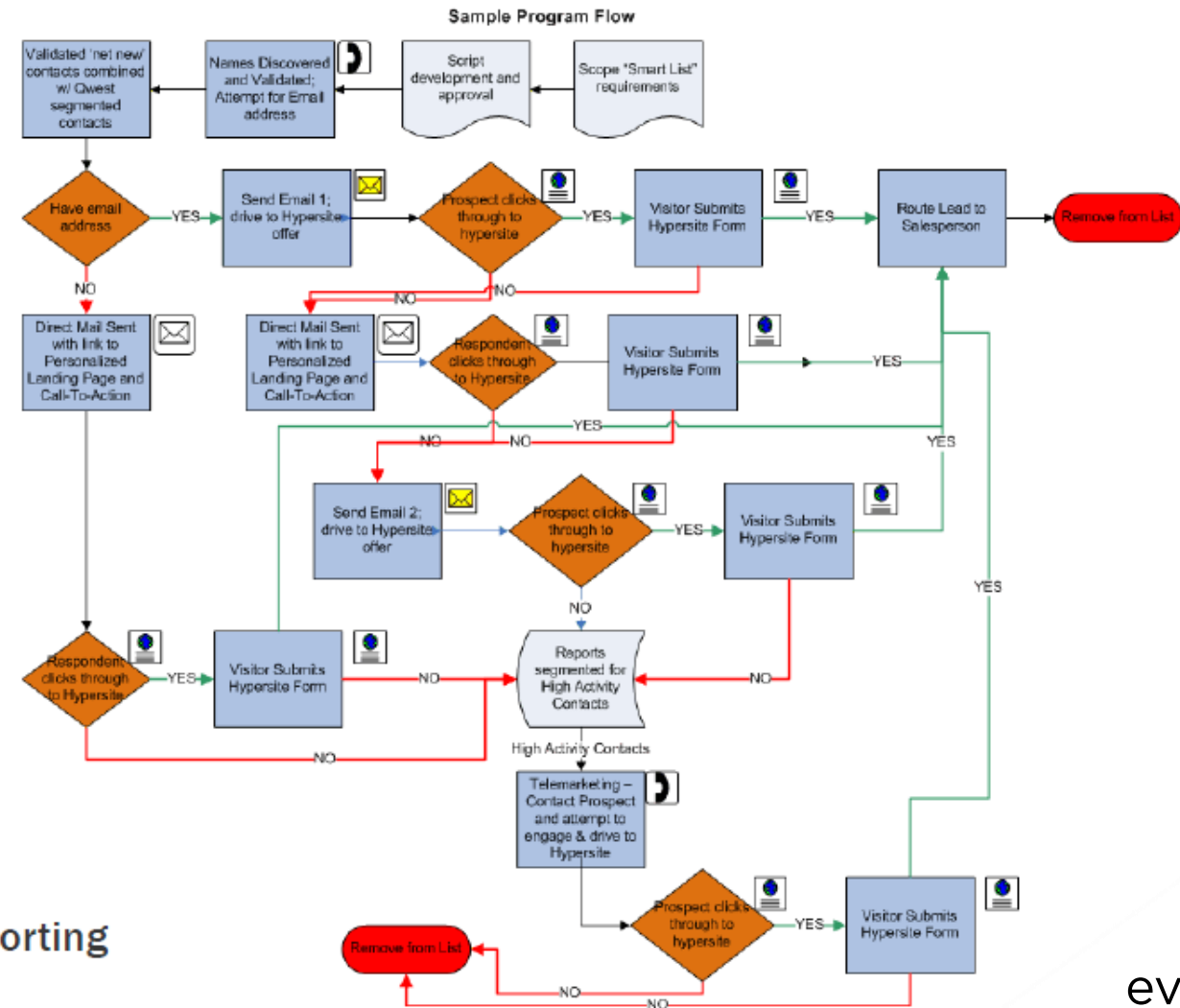   - Phone scripts
     - Postcard
     - Letter
   - › Content Assets
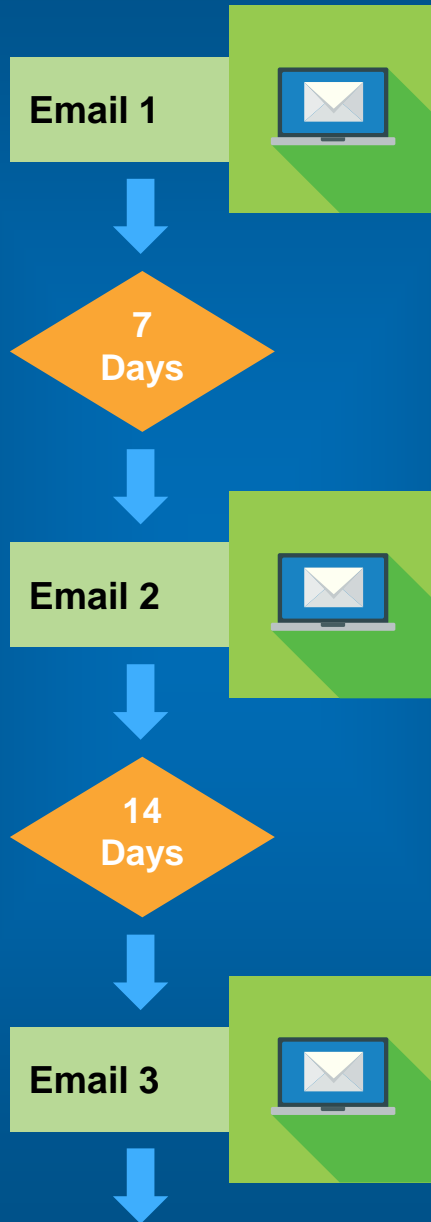   - White papers
     - Analyst reports
     - Articles
     - Research Papers
     - Web cast
     - Pod cast
     - Flash demo
   - › Interactive media
     - Poll / survey
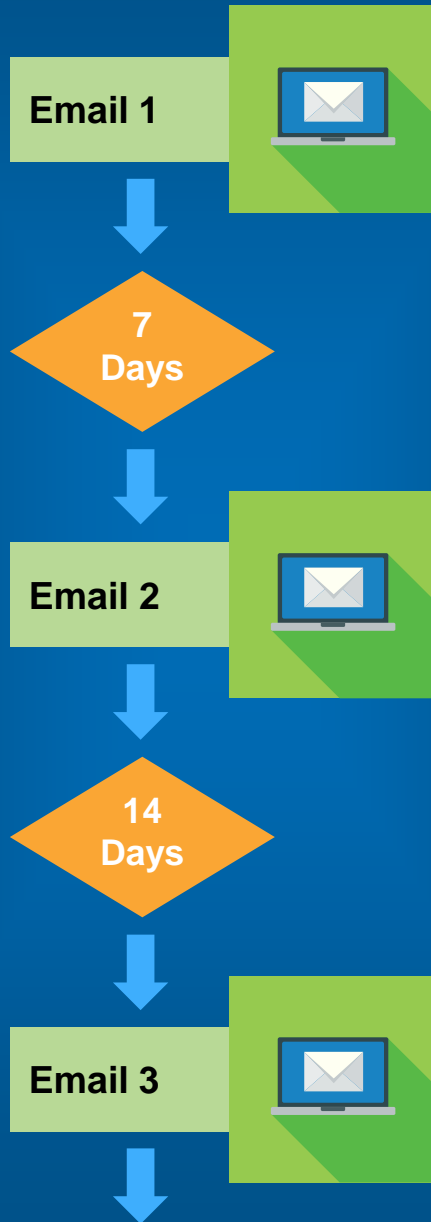   - Scorecard / rank yourself against your peers
4. Map out the customer experience
5. Test and launch
6. Ongoing evaluation and monitor reporting
7. Keep content fresh

Sample Program Flow

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

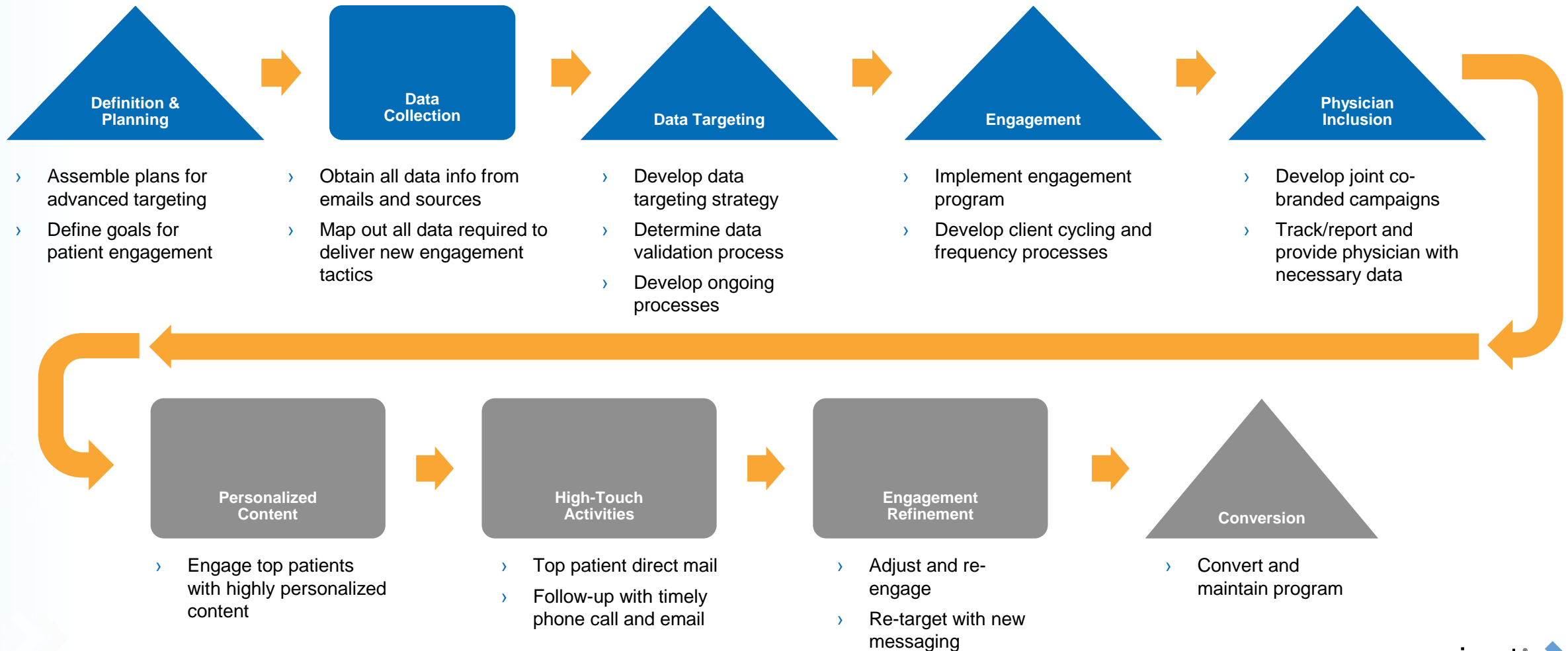› Track online activity to determine when a lead's interest has increased

Email 1

7 Days

Email 2

14 Days

Email 3

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

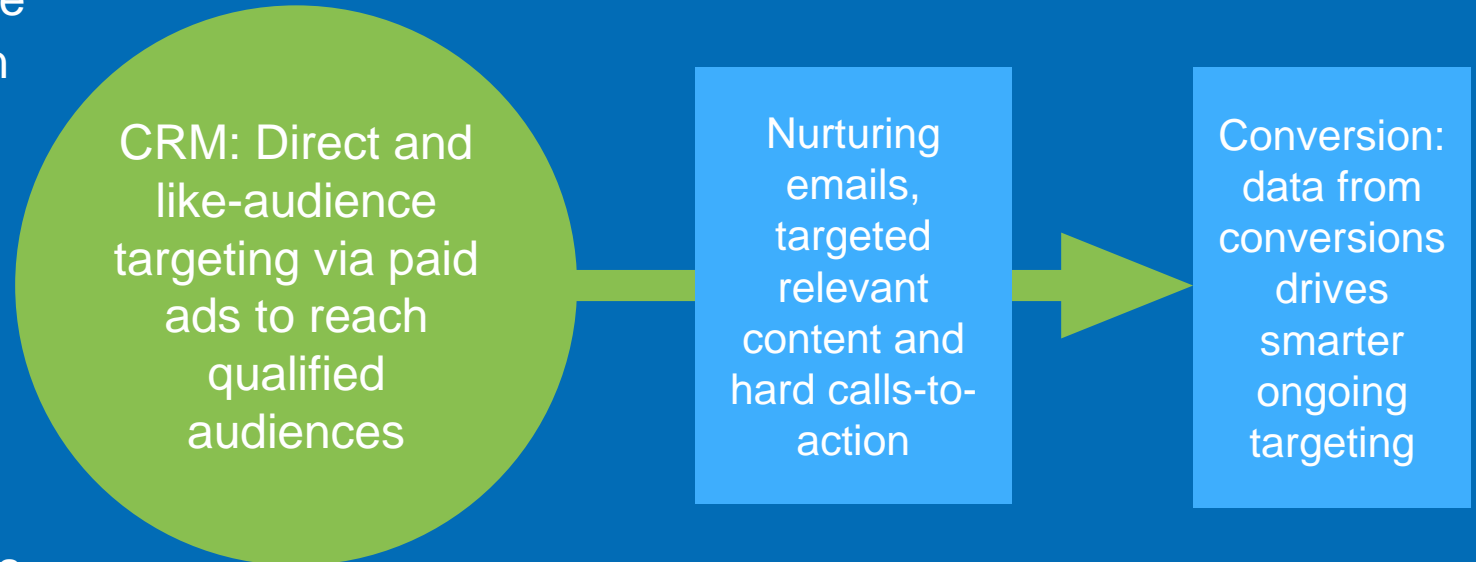# How to Engage and Retain Existing Patients

Marketing & Ops Procedures

Definition & Planning
› Assemble plans for advanced targeting
› Define goals for patient engagement

Data Collection
› Obtain all data info from emails and sources
› Map out all data required to deliver new engagement tactics

Data Targeting
› Develop data targeting strategy
› Determine data validation process
› Develop ongoing processes

Engagement
› Implement engagement program
› Develop client cycling and frequency processes

Physician Inclusion
› Develop joint co-branded campaigns
› Track/report and provide physician with necessary data

Personalized Content
› Engage top patients with highly personalized content

High-Touch Activities
› Top patient direct mail
› Follow-up with timely phone call and email

Engagement Refinement
› Adjust and re-engage
› Re-target with new messaging

Conversion
› Convert and maintain program

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.

CRM: Direct and like-audience targeting via paid ads to reach qualified audiences

Nurturing emails, targeted relevant content and hard calls-to-action

Conversion: data from conversions drives smarter ongoing targeting

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

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 zips when MD Talks in community are happening.*

  › *Auto-reminder emails sent to RSVPs of MD Talks*

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**
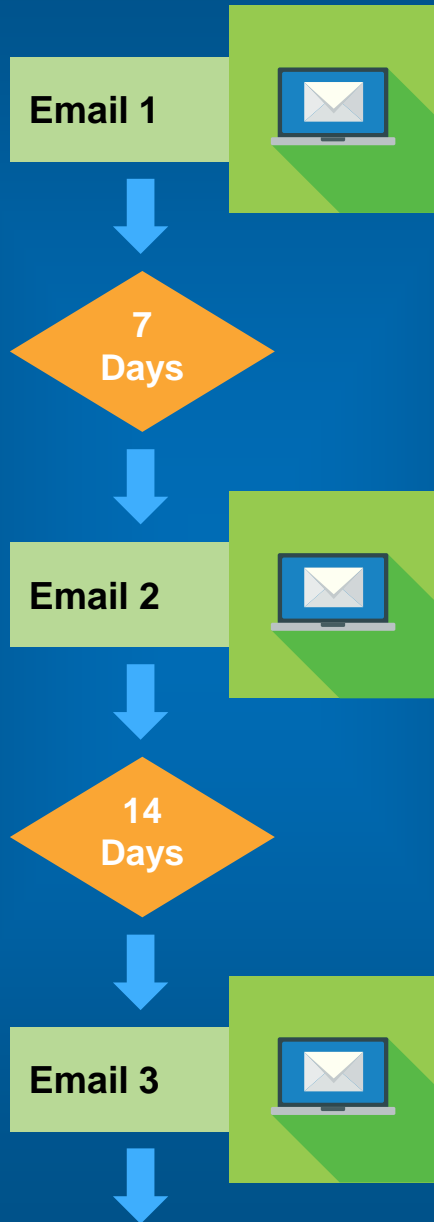 › 2017: XX
  › **2018: XX YTD (increase 23%)**
› **ROI**
  › 2017: XX
  › **2018: $XX (increase 27%)**

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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!