

## Fostering growth with consumer marketing



Consumerism is putting more pressure on the need for organic growth strategies:

- Increased consumer expectations of health care
- Greater patient exposure to price due to high deductible health plans (HDHPs)
- Proliferation of choices for health care customers
- Leading to consumer shopping



**79%**

of consumers using more than one system for care across five years<sup>1</sup>



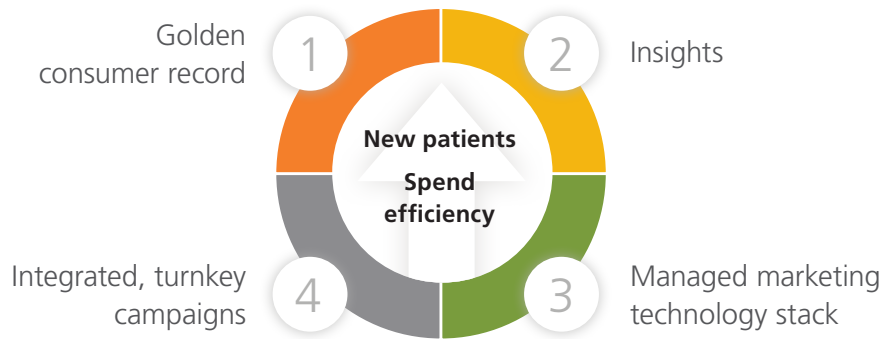
**59%**

of acquired hospitals failing to outperform market peers two years after acquisition<sup>2</sup>

1. Measured between January 2010 and January 2015. What Do Consumers Want from Specialty Care, Marketing and Planning Leadership Council, Advisory Board.

2. M&A — To What End, Health Care Advisory Board, Advisory Board.

### Our integrated marketing solution



#### Golden consumer record



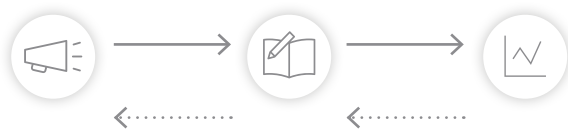
**Patients:** Consolidation of disparate patient data sets (EMR, CRM, etc.)

**Prospects:** Behavioral, purchasing and attitudinal data on 290M+ consumers

#### Our enrichment points:

- Health care consumer segmentation
- Propensity modeling
- Share of wallet analysis
- Lifetime value

#### Integrated, turnkey campaigns



**Messaging and positioning**

**Copy and creative**

**Campaign execution and monitoring**

#### Insights



##### Pick the right service lines

Data-driven approach to finding areas of growth, leakage and profitability



##### Map the consumer journey

Longitudinal claims analysis and qualitative surveys to evaluate the best points of inflection



##### Segment to find best customers

Algorithms to “score” all patients and prospects and export directly to a list

#### Managed marketing technology stack



##### B2C platform

Open, cloud platform that integrates with outbound channels



##### Adaptive marketing automation

Delivery channels that patients use (SMS, email, phone, social)



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