

How a Healthcare Software Company Used Behavioral Marketing to Exceed Lead Targets by Over 100%

JEREMY MASON
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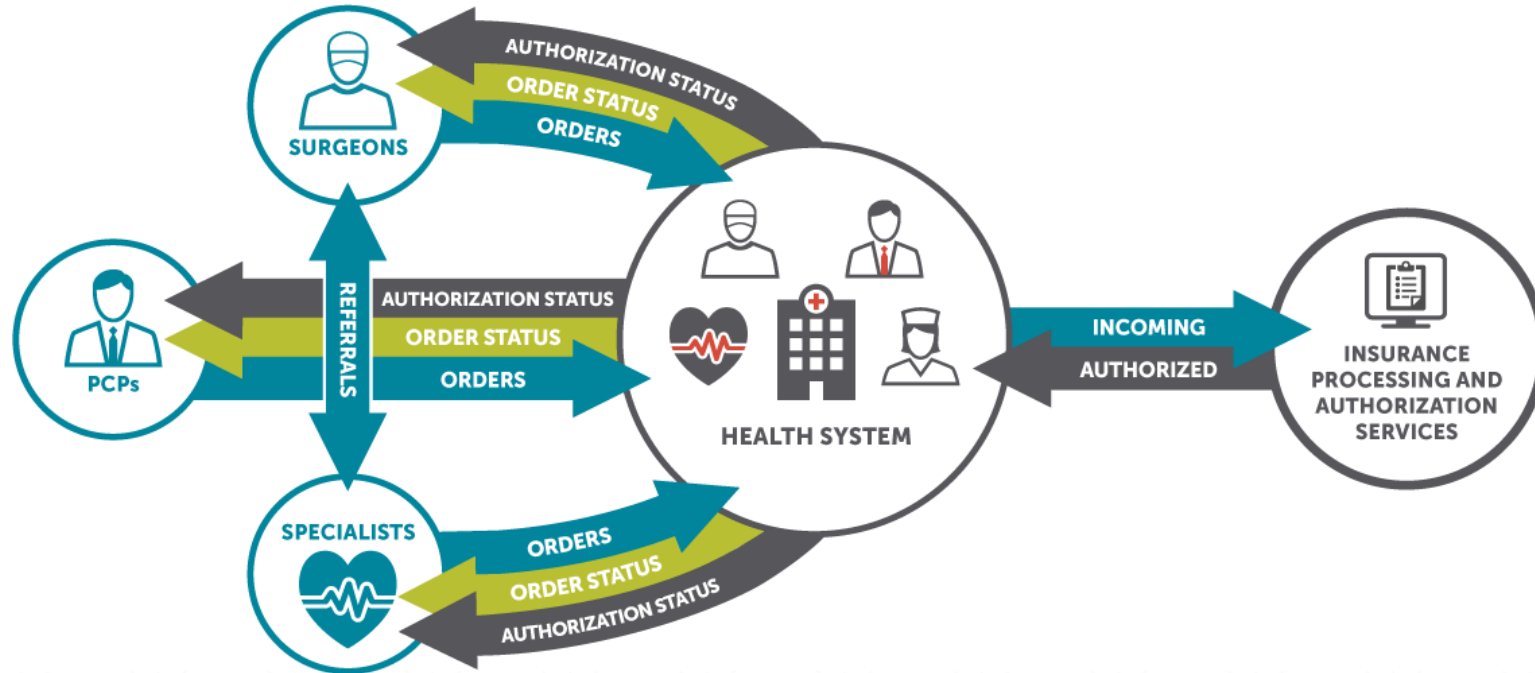
Background



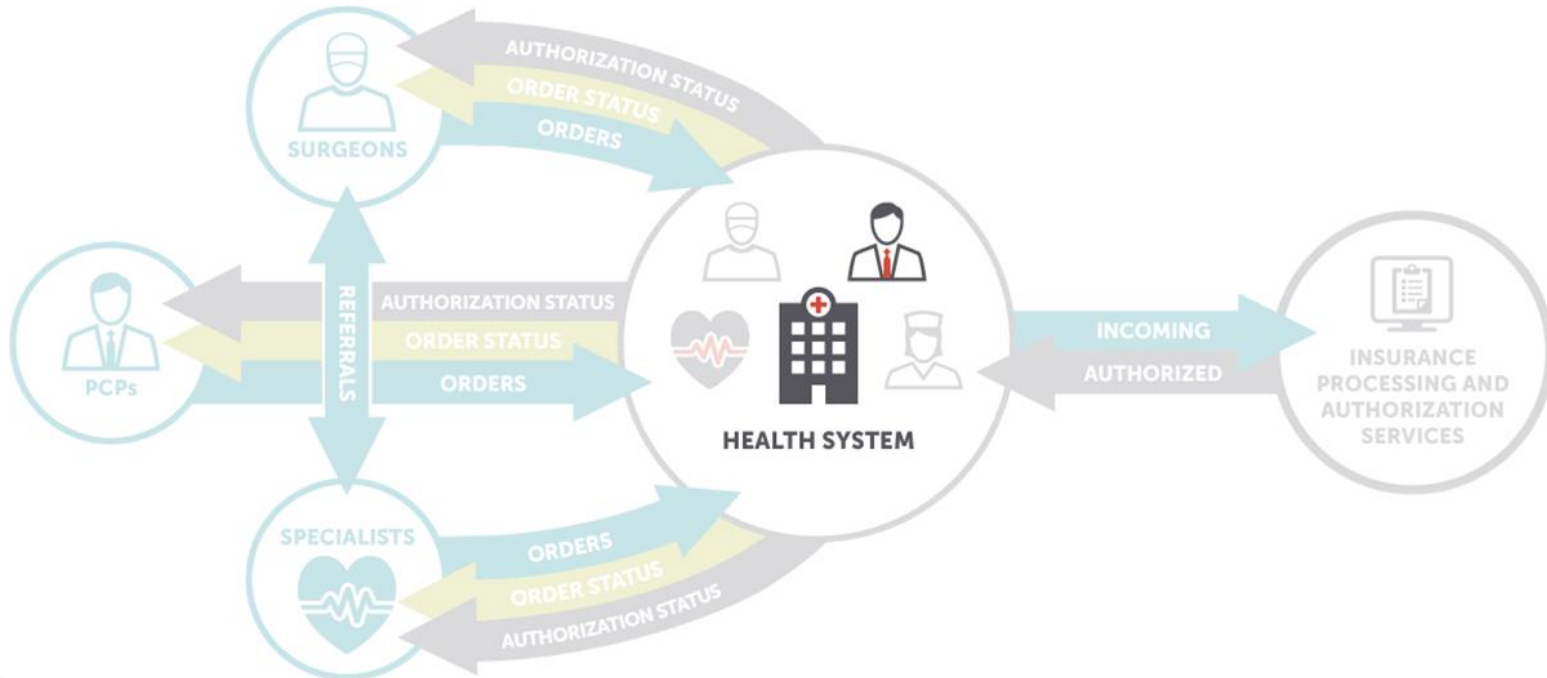
SCI SOLUTIONS[®]

Building connections for care.

The customer



The customer



Challenge

Challenge



All players are known



Players are publicly listed



Competitors target them across the health system software spectrum

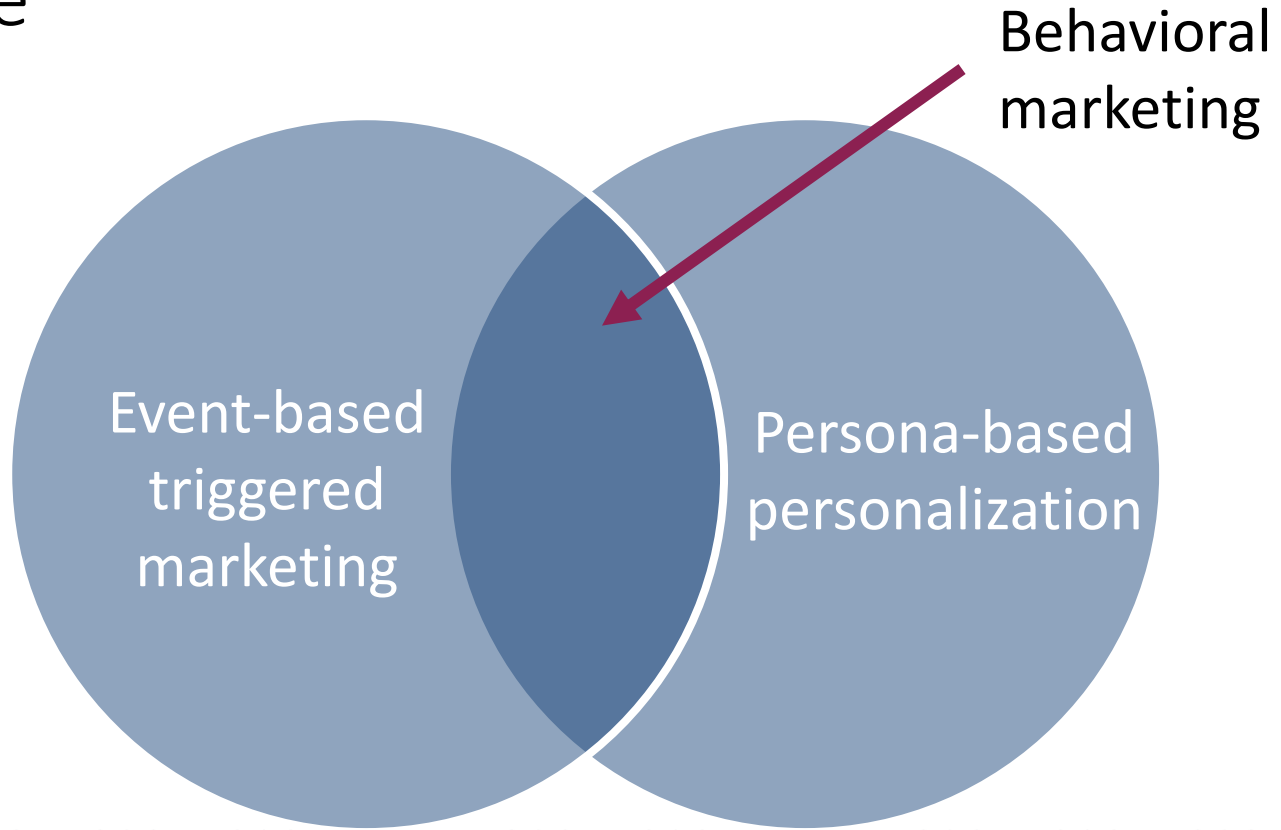


Low open and click rate across the industry



Legacy database had low mailable rate

Challenge



Campaign

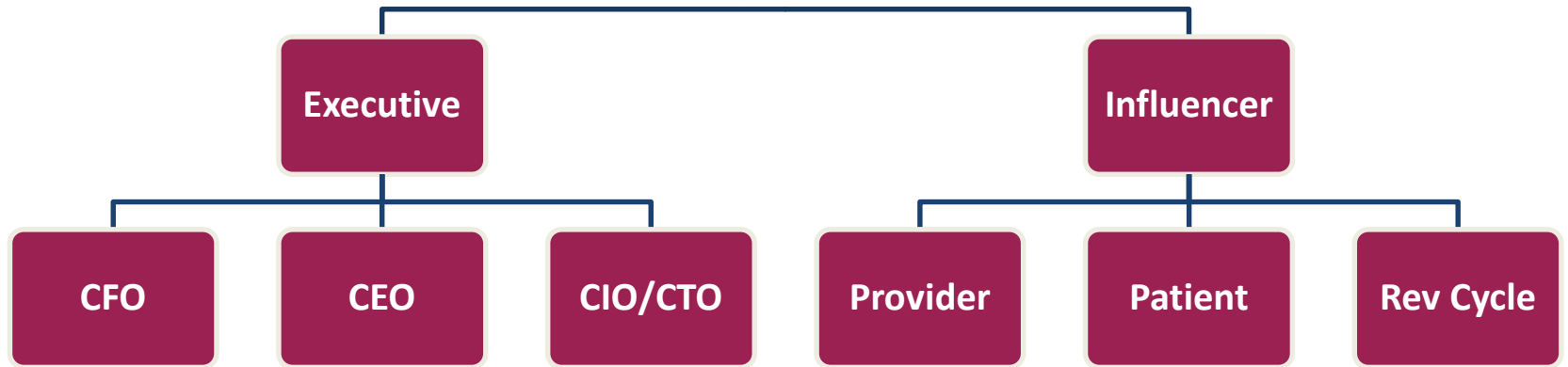
Step 1: Identify personas

Step 2: Map content against matrix

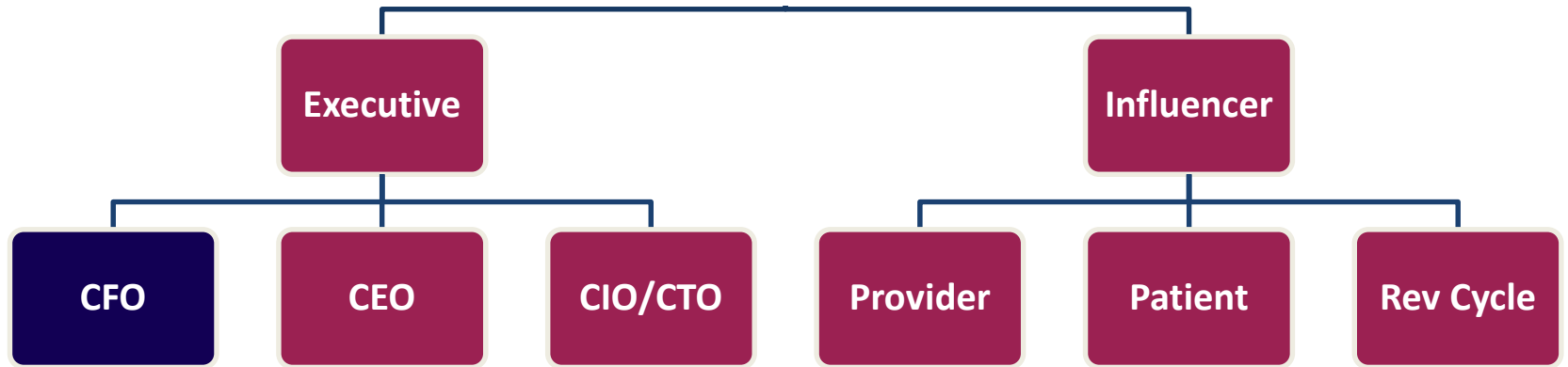
Step 3: Gauge engagement and desirability

Step 4: Implement agile drips and socialize sales

Segment into buying committee



Segment into buying committee



CFO profile



- 15 or more years of experience
- Post-graduate education
- Background in finance and medical administration
- Former medical doctor/hospital administrator
- Concerned about profitability risk (related to scheduling)
- Concerned with network leakage, predictable pipeline, repeat business
- Makes sure that hospital will receive payment for service

Persona research

- ✓ **Industry standard databases** employed to determine influencer roles and departments
- ✓ **Data.com** provided volume expectations for decision makers
- ✓ **LinkedIn** for role volumes at hierarchical levels on strategic accounts
- ✓ **Internal data** on closed/won ops was also used to determine who came into the deal where

Campaign

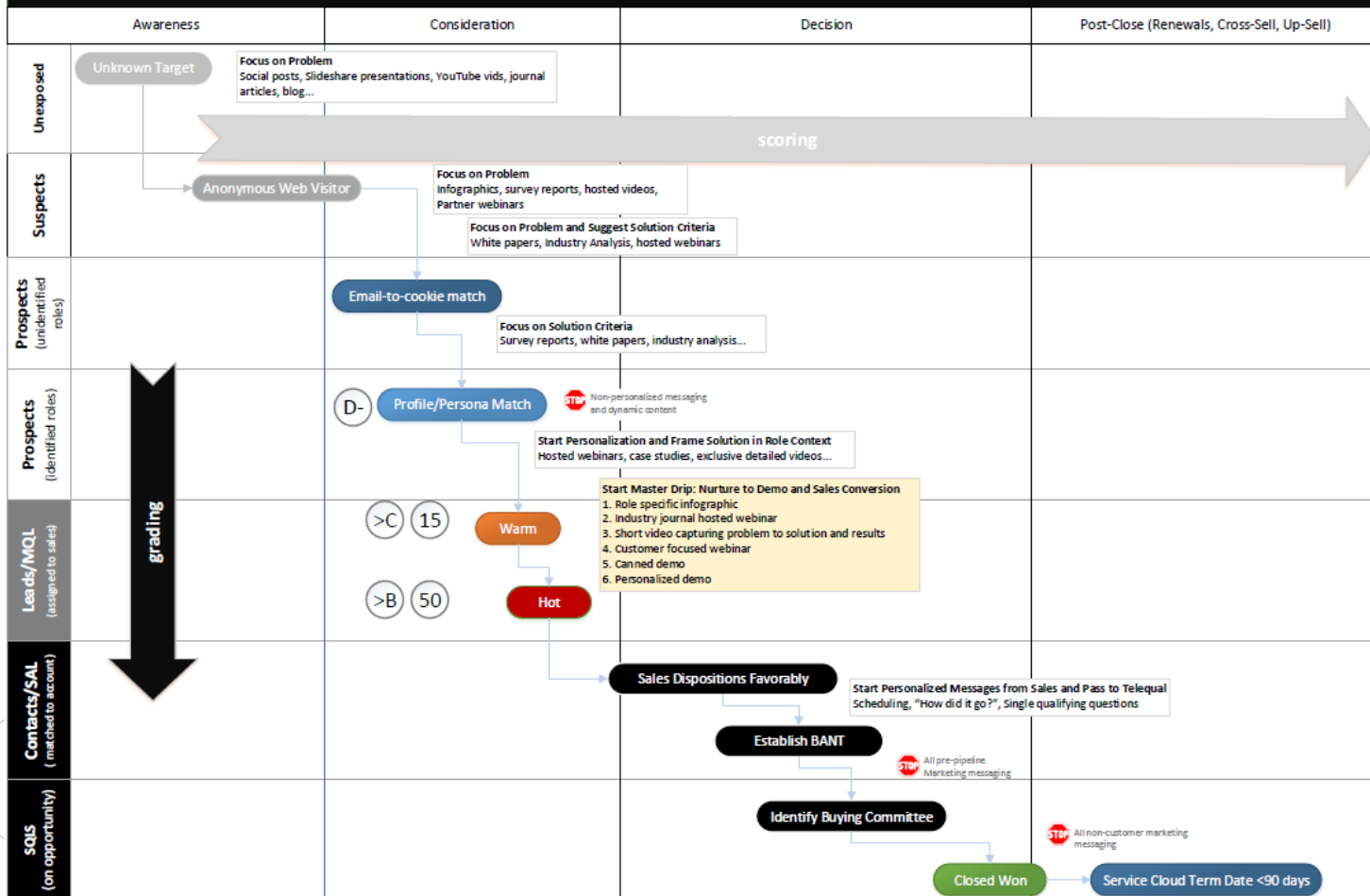
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Content Strategy for Buyer's Journey Flow: Ideal Path Trigger Event Worksheet



Marketing channel planning worksheet

Channels	SEO	PPC/ Remarketing	Social	Web Site	Email	Telequal	Event
Unexposed	✓	✓	✓				✓
Exposed/Suspect		✓		✓			✓
Converted/ Inquiry/Prospect		✓		✓	✓	✓	✓
MQL				✓	✓	✓	
SQL				✓		✓	

Nurturing

Personalized content

New [pressable](#) highlighting CFO revenue survey results [View online](#)




Infographic: Top CFO Revenue Priorities

Health System CFO Survey Responses Offer Insights

This infographic summarizes the insightful responses of more than **150 healthcare CFOs** and other finance executives.

For example, **92 percent** of respondents believe that revenue growth depends on better alignment and collaboration with referring providers in their communities.

Download the [infographic](#).

[Get infographic](#)



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CFO PRIORITIES in Today's New Value-Based System of Care

This data is from a 2014 survey on CFO priorities and strategies for revenue growth, costs control, and community collaboration.

2006: 64% Inpatient

The hospital profit base 10 years ago was **64% inpatient & 35% outpatient**

2014: 35% Inpatient

Today that has **« FLIPPED »**

16% of CFOs never expected a return on their EHR

Delayed EHR & MU investments drastically impacted **94%** of struggling hospitals

92% of CFOs believe revenue growth is reliant on community partners

51% of CFOs expect revenue growth by reducing network leakage

\$3.2 Billion

By the end of 2019, patients booking appointments digitally will deliver \$3.2 billion in revenue.

59% of CFOs plan to drive out costs by better managing provider utilization

56% of CFOs believe centralizing and standardizing admin functions will drive out costs

COMPETITIVE ADVANTAGE

To truly stand out in your market, CFOs should leverage emerging technologies to create new healthcare efficiencies.

#Sherpa16

Campaign

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Service-level agreement (SLA) with Sales around rating system

Profile Grade	Score	Rating
>F	>=5	COLD
>C	>=15	WARM
>A	>=50	HOT

Profile Grade: How do we feel about them?

Scoring: How do they feel about us?

Rating: How relevant are they to Sales?

Campaign

Step 1: Identify personas

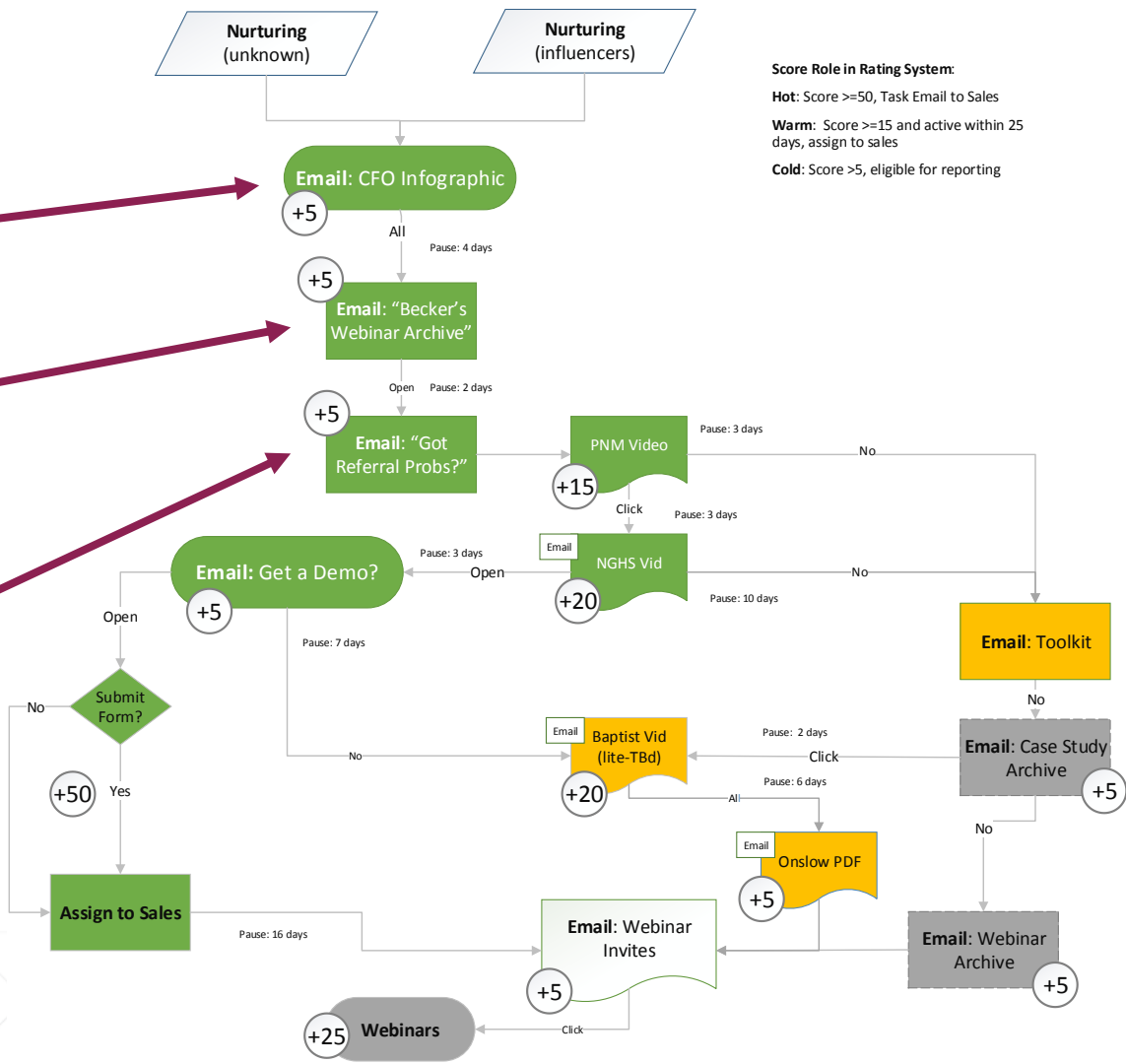
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Behavioral flow

- This email **quantifies impact of problem** with an infographic
- This email **legitimizes urgency of problem** from executive perspective with an industry journal webinar
- This email use the subject line to **identify those prospects interested** in solving the problem



Score Role in Rating System:

Hot: Score >=50, Task Email to Sales

Warm: Score >=15 and active within 25 days, assign to sales

Cold: Score >5, eligible for reporting

Align creative

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+10

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\$3.2 Billion

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10 + B
= Cold

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BECKER'S Hospital Review

BUSINESS & LEGAL ISSUES FOR HEALTH SYSTEM LEADERSHIP

Top CFO Revenue Generation Strategies

Can hospitals increase outpatient revenue through better independent opportunity provider alignment?

We recently had the pleasure of presenting a webinar – which you can watch at your convenience – moderated by Becker's Healthcare Publisher, **Scott Becker**. He and our executive panels shared valuable insights from a recent survey of nearly **150 healthcare CFOs** and other finance executives about their top revenue generation priorities.



Scott Becker
Publisher
Becker's Hospital Review

Joel Pritch
CEO
SCI Solutions

Lynn Teresian
President and CEO
Henry Ford
West Bloomfield Hospital

One of the survey findings revealed **92 percent** of respondents believe that revenue growth depends on better alignment and collaboration with referring providers in their communities.

+10

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20 + B
= Warm

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Webinar is recorded, watch anytime hosted by Becker's Hospital Review by [ask-learn-research-generator](#) insights from industry executives. [View article](#)



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Learn more about becoming a community care coordinator. [View article](#)



Bring in more orders and referrals

Make it fast and easy for physicians to send patients to you



Connect your care community

Learn how in a short video.

Are there subtle referral opportunities outside your market? And couldn't you be doing this the morning previous on hospital and community providers in the form of sharing resources, a recent article in Becker's Hospital Review connects ideas with ["Strategies for Success in Patient Referrals"](#) through the various industry resources. Here are proven strategies that focus on patient referrals from new referral streams, including remote communities, and drive toward higher profit.

Find out how in the after, 5-minute video. Offering your community an outstanding patient access experience for covers, referrals and scheduling helps you:

- Grow outpatient market share
- Reduce leakage
- Increase adherence with physicians and patients
- Establish an essential workflow for community care coordination

[Learn more](#)

35 + B
= Warm

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Building connections for care

Infographic: Top CFO Health System CFO Survey Responses

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Recorded Webinar: Northeast Georgia Health System
NGHS Realized **\$10M** by Increased POS Collections -- You Can Too!

+15

Webinar Summary
Northeast Georgia Health System made it easier for staff while boosting their bottom line by already welcoming people from applicable **states** that increased revenue, featuring Heidi Peck, Principal, NCMS Director, Patient Access to learn how they increased their number of services each collection from 537% to now over \$1 million.

[Watch webinar](#)

Becker's Hospital Review
Business & Legal Issues for Health System Leadership
CFO Revenue Generation Strategies
Design to increase outpatient revenue through better independent entry provider alignment.

Recently had the pleasure of presenting a webinar – which you can watch at convenience – moderated by Becker's Healthcare Publisher, Scott F. He and our executive panelists shared valuable insights from a recent survey of nearly **150 healthcare CFOs** and other finance executives about revenue generation priorities.

[Watch webinar](#)

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Building connections for care

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Building connections for care

Bring in more orders and referrals

Make it fast and easy for physicians to send patients to you

Connect your care community
Learn more in a quick video

Are there subtle, virtual opportunities outside your market? And content items that help drive the recurring revenue on hospital and community providers in the form of sharing statistics, market analysis in Becker's Hospital Review offers complete advice with **10 strategies for success** to increase the revenue of your practice. These are proven strategies that focus on operational improvements to fuel new revenue streams, including revenue compliance, and drive toward long-term profit.

Find out how a few other remarkable ideas. Offering your community an outstanding online access experience for content, referral and scheduling help you

- Grow outpatient market share
- Reduce leakage
- Increase "stickiness" with processes and content
- Creation an optimal customer community can coordinate

[Learn more](#)

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**50 + B
= Hot**

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The image displays a collage of overlapping email newsletters from SCI SOLUTIONS. The newsletters feature various content including infographics, webinar recordings, and a 'Request a demo' button. A red circle highlights the 'Request a demo' button in the central newsletter.

SCI SOLUTIONS
Building connections for care.

Infographic: Top CFO
Health System CFO Survey Responses

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Recorded Webinar: Northeast Georgia Health System
NHCS Realized \$10M by Increased POS Collections -- You Can Too!

Webinar Summary

Northeast Georgia Health System made it easier for staff while boosting their bottom line by already receiving more from applicable providers that increased revenue. Hearing from Patrick Palko, NHCS Director, Patient Access to learn how they increased their provider cash collections from \$3.7M to now over \$10 million.

[Watch webinar](#)

Why Not Learn More?
Let us personalize a demo for you

Eliminating paper and streamlining patient access works wonders for our clients nationwide.

We'd be happy to give you a quick overview [demo](#) on how you can tackle network leakage or manual referrals and orders.

No pressure, no obligation, just helpful

[Request a demo](#)

50 + B = Hot

Results

Initial results

- **35% growth** in opportunities attributed to electronic marketing programs
- Open rates increase from **0.4% to 4%** after second drip
- Automatically validated email for **130,000 records**

894

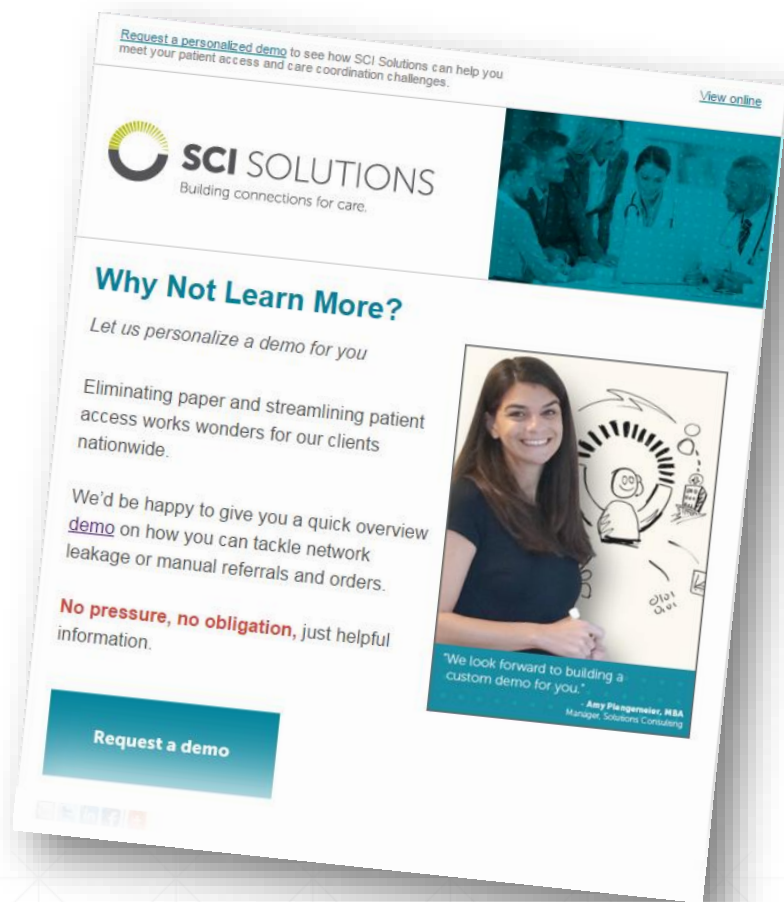
Infographic Opens

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PNM Video Opens

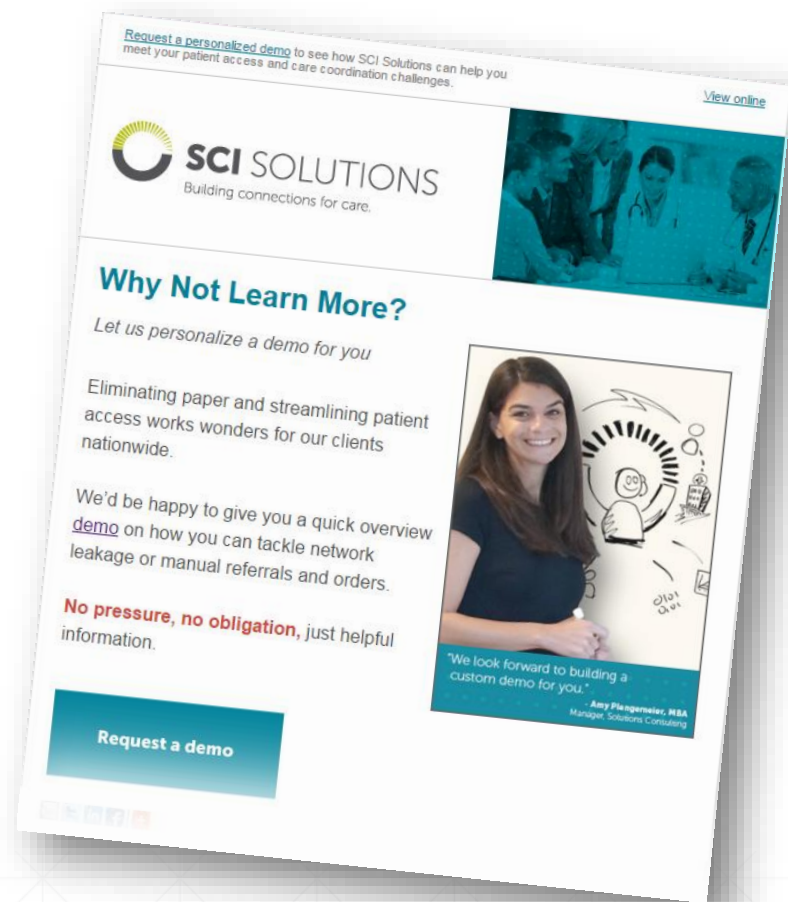
288

Sent to Sales



2015 – Year over year

- **132% increase** in campaign responses
- **30% increase in funnel velocity** for electronic leads
- Exceeded 2015 **MQL target by 31%**
- **34% reduction** in billable database
- First-time email was significant as an “attributable” campaign type (0% to 40%)



Key takeaways

We must transcend intuition to connect our customers with what they want, when they want it. Trust and timing are everything.

Personalization + even triggers = behavioral marketing.



Thank You

Jeremy Mason
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