



The Healthcare Marketer's Guide to Data-Driven Patient Acquisition

What to Expect:

A Comprehensive
Guide to Using
Data for Targeted
Patient Acquisition



Step-by-step
Instructions on
How To Purchase
and Apply Data

Tips on Measuring the
Effectiveness of Your
Consumer Strategy



Contents

Section 1: Understand Consumers, Know Patients	page 3
Section 2: Data that Drives Revenue and Decisions	page 4
Section 3: Top Five Tips When Making a Data Purchase	page 5
Section 4: Goodbye Billboards, Hello Bullseye Marketing	page 8
Section 5: Must-Watch Healthcare Marketing Metrics	page 10
Section 6: How To Break the Healthcare Cost Curve	page 11

Section 1:

Understand Consumers, Know Patients

There are many trends driving big data in healthcare: evolving payment models, emerging healthcare technologies, and care delivery improvements to name a few. But healthcare reform and the resulting landscape of consumerism are powerful forces.

This focus on the individual creates an environment that coincides with the needs and behaviors of consumers, current patients, and potential donors.

Healthcare organizations that thrive will know everything about their market. By aligning services to the needs of the population- both as a whole and on the individual level- hospitals are in lockstep with a patient's lifestyle and preferences and can truly maximize the full lifetime patient value.



Brand equity, consumer preference, and choice enables propensity to seek out the best care at the best price. Organizations must efficiently use big data to be a player in healthcare, and they must use it to understand the consuming public as individuals with preference and choice as it relates to their health.

“Healthcare providers now need to compete for consumers, and these consumers are smart, mobile and savvy,” -Russ Cobb, President and General Manager of Blackbaud Healthcare Solutions

Section 2:

Data that Drives Revenue & Decisions

Healthcare organizations desperately need access to data for patient acquisition strategies to gain insight on their existing patient population and total consumer market.

But organizations can easily find themselves drowning in an ocean of data with no actionable information. Most providers don't have the capacity to analyze, interpret, or apply predictive modeling to the data sets to drive tangible answers and strategies.



Predictive consumer analytics models including information on wealth, geography, social behavior, preference, philanthropic tendency, and social media equity can have a tremendous impact on population health.

Combining predictive models with the insight outlining health risk behaviors, payer demand models, and predictive probability models for readmission, organizations can be uniquely positioned to drive better outcomes and increased value-based care.

Section 3:

Five Tips When Making a Data Purchase

You have data, and are now considering just what to do with it to make it work for your healthcare organization's consumer-centric strategy

Smart, informed decisions come from evaluating your data, running it through a data hygiene program, inventorying and segmenting it, and knowing how to measure your success.

1. Understand the Health of Your Own Data

Applying analytics on inaccurate data is a waste of time and money. Data hygiene is always the first step before moving forward with additional data or analytics purchases.

A data hygiene program must be able to:

- ✓ Identify duplicate records
- ✓ Append apartment and suite data
- ✓ Update and standardize addresses
- ✓ Append phone numbers and emails
- ✓ Remove deceased members and those who may have moved out of requested geographic area

2. Inventory Current Data Assets

Healthcare providers are sitting on an abundance of patient and donor data, but what is that data really doing for you? Although HIPAA laws regulate the release of certain information, there is still a wealth of valuable knowledge sitting in electronic health records.

Imagine combining that kind of data with demographic, sociographic, wealth, and other data to help build predictive models, segment/identify opportunities. What kind of impact would a targeted list of consumers, patients, or current donors segmented by your ideal criteria make on your mission?

Focused marketing efforts centered on consumer needs can help your healthcare organization increase market share across all service lines. Combining your data with targeted analytics means reaching out to specific segments of people that would be ideal consumers of your organization's services.

3. Determine Desired Outcome and Success Metrics

Identifying the particular problem or area you want to impact is key.

For example: If your medical facility has a goal of reaching 1,000 potential new orthopedic patients in the next three years, do you know how to individualize your communication strategy to ensure that you meet that goal in the most effective way possible?

You could market to your entire service area utilizing digital and brand marketing strategies. They would likely attract some new patients, but be expensive and net a low rate of return.

Alternatively, a savvy marketer would likely engage an external partner to produce persona modeling and list acquisitions that mirror the desired population and target new movers and/or new consumers.

Sample Success Metrics:

- ▶ Acquiring a targeted number of net new orthopedic patients in next three years
- ▶ Retaining those patients for referral follow up within your network
- ▶ Lowering the cost per patient acquired

The key to successful analytics is measuring your results against your defined metrics.

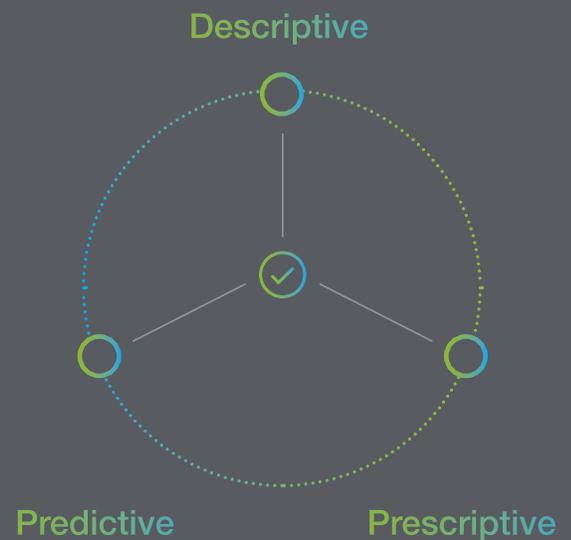
4. Determine Your Analytic Level of Sophistication

Analytics fall into three broad categories:

Descriptive – Basic facts like age & gender

Predictive – Using past behavior to predict future outcomes, such as if an individual is likely to need labor and delivery care

Prescriptive – Using predictive and descriptive analytics to determine the best course of action, such as micro-targeting a specific subgroup to offer a free labor and delivery class



The type of analytic solution deployed depends on the data you have, the problem you are trying to solve, and the sophistication of your team. Of course, the ideal situation involves having all three of these and a full-time staffer or third-party provider who can leverage the precise analytic solution required.

5. How to Measure Your Success

Before embarking on any analytics strategy, you must know how to define success. Simply achieving a goal is a win, but it doesn't mean your analytics strategy was a success. You must measure both outcomes and the KPIs that led to the result.

For example, if you reach your goal of 1,000 new labor and delivery patients that only tells part of the story. However, if you can reach that goal while decreasing your cost per patient acquired, you can then quantify the impact of your analytic strategy.

Section 4:

Goodbye Billboards, Hello Bullseye Marketing

Over 80% of consumers prefer to buy from those who can personalize experiences that best fit their needs.

Switching from a blanket marketing program to a consumer targeting strategy is where forward-thinking hospitals are placing their focus. Marketing to those most likely to use your healthcare facility helps reach those consumers before competitors do.



A Checklist for Your Data-Driven Patient Acquisition Strategy



Get Data Access. Gain insight on existing patient populations, as well as the total geographic consumer market.



Ensure your Data is Clean. Data is useless unless it includes current names, addresses, phone numbers, emails and more. It should be free of duplicates and those who have moved or deceased.



Identify High Revenue Service Lines. By aligning with the services that are most beneficial to your bottom line, you can better identify those consumers who are your best targets.



Run Predictive Analytics. This provides information such as wealth, geography, social behavior, social media engagement, and philanthropic tendencies.



Establish Personalized Messaging. Consumers now expect their experiences to be personalized to their preferences. Analytics can show you exactly who to target, how they prefer to be communicated with, and when to reach them.



Incorporate Social Listening. An active social media campaign allows your hospital to know what your consumers are discussing. This helps you actively address dissatisfied customers who post online, establish programs that proactively address current issues, and use your social influencers to multiply your marketing efforts.

Section 5:

Five Must-Watch Marketing Metrics

Don't jump to conclusions about your program success before you have the right data.

The key is to track campaign results and maintain simple and actionable KPIs that help guide and steer decisions. But how do you separate the good data that signifies engagement from the noise found in the rest of the data?

We'll get you started on some key industry metrics that will help you better understand and harness the power of your data.

1 Consumer Engagement

Using marketing automation platforms, you can gain insight into the channels with highest engagement and track how new patients entered your database to better attribute ROI.

2 Social Insights

Social media insight can predict consumer demand and improve patient engagement. Monitoring mentions, handles, usage, and influencer reach can create highly targeted outreach segments and messaging platforms.

3 Patient Acquisition Cost

The cost of acquiring a new patient through various marketing channels is a great metric to analyze overall marketing success and to help laser focus your efforts on top-performing tactics

4 Marketing-Sourced Patient Percentage

This metric highlights net new patients generated from your marketing campaigns as a percentage of overall patient acquisition, helping showcase direct revenue impact.

5 Lifetime Patient Value

Lifetime value is an excellent way to understand how patient satisfaction effects your long-term bottom line to ensure that patients stay in your system and potentially refer others.

Having the data to back up marketing strategy is a powerful tool and allows you to easily showcase performance, forecast easily and accurately, and justify resource or investment asks.

Section 6: Break the Healthcare Cost Curve

It is now up to healthcare organizations to justify value, create consumer confidence in their services, and constantly attract new patients and non-referring physicians.

With the right data, analytics, and corresponding strategies, providers gain a competitive advantage and increase quality patient volume—a win-win in this evolving healthcare landscape.

Connecting with an experienced data and marketing partner is key to filling in the gaps.

Unparalleled Insights

Blackbaud Healthcare Analytics is the only complete solution that connects consumers, patients, and constituents with unique data and insight and provides the strategies to apply them.

Proprietary Consumer Data Sets

Aggregated, broad based data on over 120 million households, with thousands of unique data points nearly every US resident 35 years' experience cataloguing, predicting and influencing human behavior.

Unrivaled Big Data Environment

Access one of the world's largest consumer databases fueled by cutting-edge data science and predictive modeling.

Blackbaud Analytics process **one billion** individual persona records annually, that's more than **35 million records per day!** Real-time processing returns results in minutes, not weeks.

World class predictive insights into:



96% of U.S. Households

Covering over 120 million US households out of 125 million



95% of the U.S. Population

Covering 308 million US residents out of 323 million

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