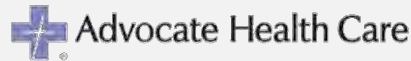


How to Connect CRM and Your Hospital Website

Geonetric Clients



Tea Leaves Diversified Expertise

Healthcare Expertise

50+ years Healthcare strategic growth
1000+ Hospitals CRM/PRM deployed

Pioneers in healthcare **driven digital marketing automation deployment**

Digital Strategy 2.0:

- Predictive modeling & digital behavior
- Omni-channel management
- Population Health engagement

Precise, customizable, and tactical Real Time Reporting & Measurement

Technical Expertise

Proprietary master person indexing (EMPI) search and match technology

Fastest results rendering GIS(Map) with Real Time point data

Master decisioning software and personing logic with multi national digital and direct data sets

Enterprise data warehousing platforms for **CenturyLink, AutoZone. & Prospect Mortgage**



Webinar Information

- Webinar lasts one hour
- Enter questions at any time
- Recording will be posted in our webinar archive within 48 hours
- Please mute your phones
- Please take the post-webinar survey which will appear at the conclusion of the webinar
- Follow along on Twitter using the #Geonetric hashtag

Today's Presenters



Ben Dillon, MBA | Chief Strategy Officer | Geonetric

Ben writes and speaks extensively about healthcare technology trends, on everything from social media strategies to accountable care organizations. He's also a Twitter junkie – follow him at **@benatgeo**.



Jim Schleck | Partner/Founder | Tea Leaves Health

Jim is one of the most dynamic, visionary and strategic leaders in the application of big data to the challenges of healthcare marketing, strategic planning and physician relations. As the founder of Tea Leaves Health, he's brought next generation CRM/PRM capability to the industry. Follow Tea Leaves Health on Twitter at **@TeaLeavesHealth**.

10 Tips to Improve Your Website

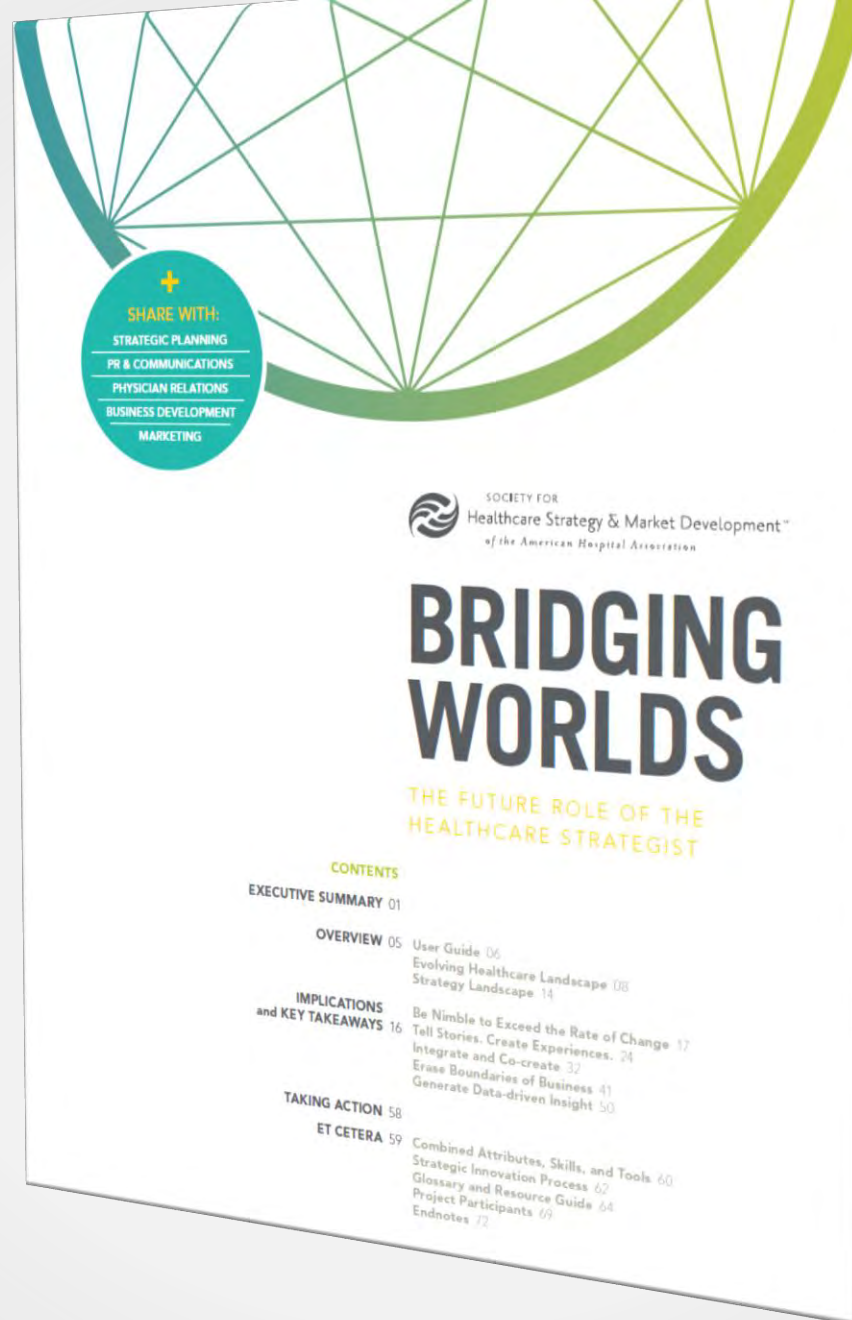
Request this checklist to improve your site in key areas list:

- Mobile-friendliness
- Physician promotion
- Conversions



Fill out the survey at the end of the webinar.

How to Connect CRM and Your Hospital Website



5

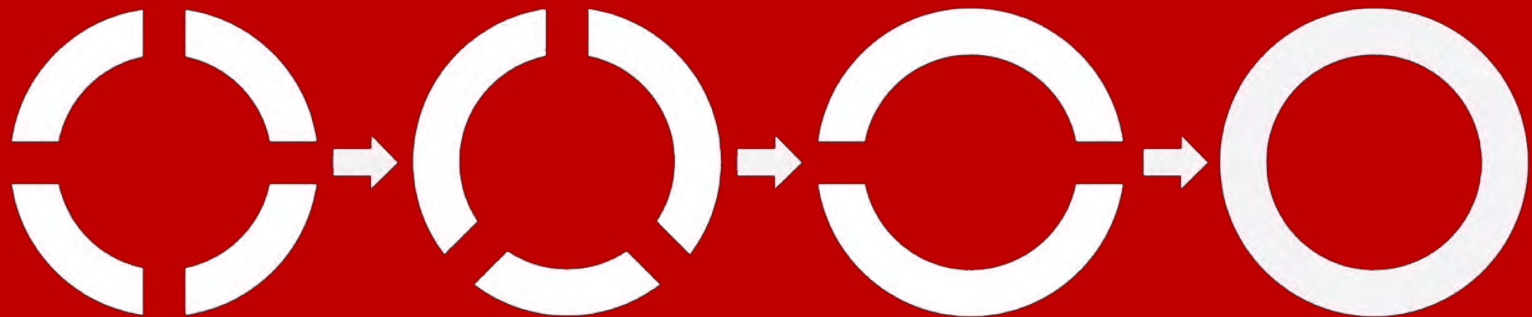
Generate data-driven insight.

Present Focus

Future Focus

Historic data	Real-time data; Forward-looking models
Simple data sets	First-, second-, and third-party data
Episodic interactions	CRM (Customer Relationship Management)
Referral tracking	PRM (Physician Relationship Management); ERM (Employer Relationship Management); CRM
Databases	Predictive models
Reports	Real-time dashboards
Charts and graphs	Data visualization
Self-reported data	Monitored usage data
Individual customer	Social connections

THE REVENUE MARKETING JOURNEY



TRADITIONAL

**LEAD
GENERATION**

**DEMAND
GENERATION**

**REVENUE
GENERATION**

We Live in a Noisy World

Average U.S. consumer is exposed to well over **1,000** ad messages per day



The Changes and Influences in Consumer Behavior



Cost shift to consumer

HDHPs/CDHP, HIX and defined contribution health plans all shifting cost to consumers



Price transparency

A growing list of public and private resources help healthcare consumers compare prices



Innovation and technology

Health apps and social networking, amongst other innovations keep consumers informed and savvy

Present-day Healthcare Marketing is Uncoordinated

Traditional Marketing

- Print media
- Mass media
- Outdoor
- Direct mail
- Radio



Digital Communications



All-in-One Application



You define your success criteria

One-off targeted campaigns

- Service line
- New parent campaigns
- New mover campaigns



All of your Data in One place

Comprehensive View of Outreach



Traditional Marketing

One-off targeted campaigns



Anytime Access to Reports and ROI

Patchwork of tools

- Contact with data mining
- Employ SEO services
- Utilize digital and social medias
- Use print fulfillment vendor to disburse direct mail



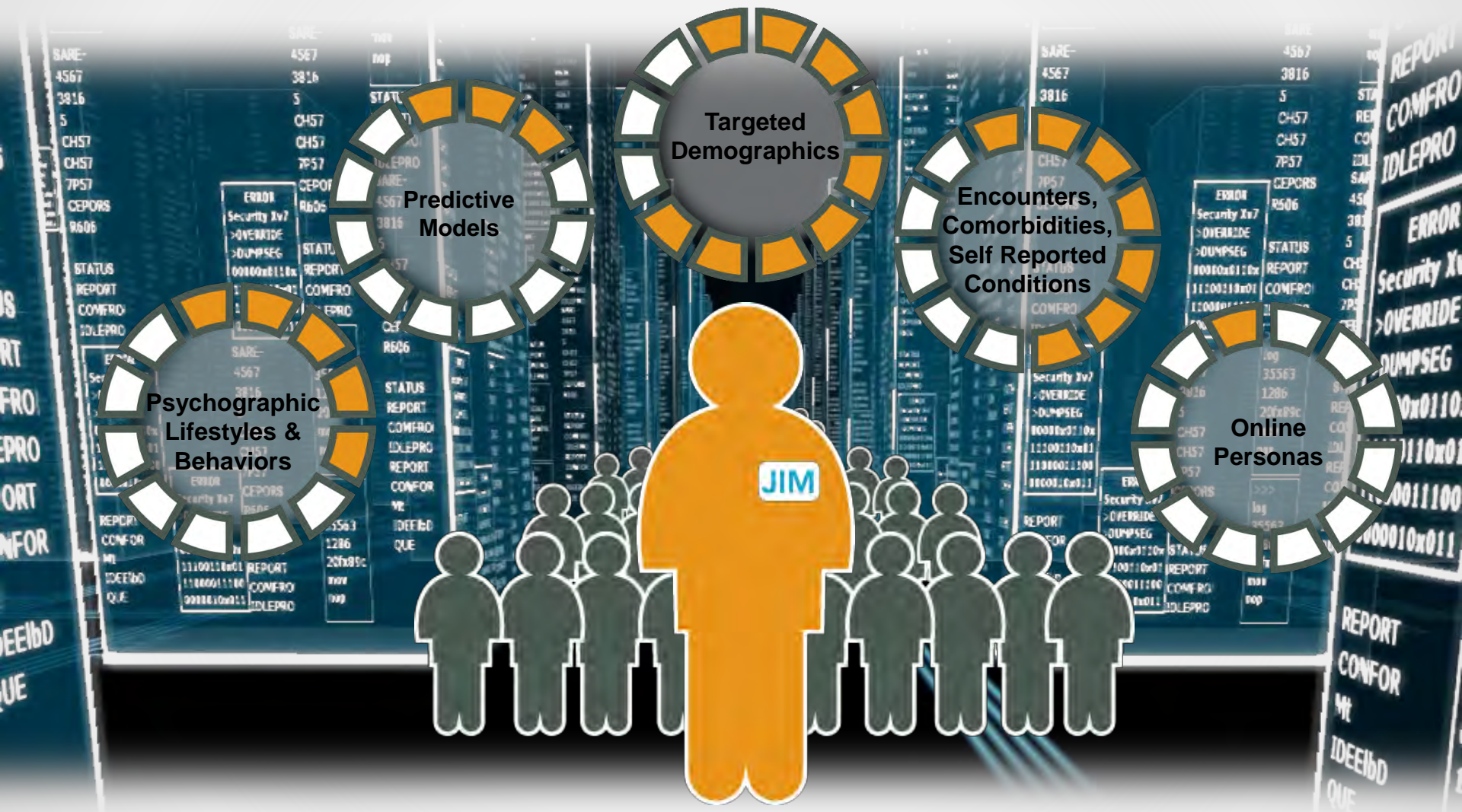
Relevant, Targeted Message to Consumers

Patchwork of tools



All Encompassing Information on Consumer

Building the Target through Precise Variables



Communication Delivery and Key Service Opportunities

Tracey (wife) – Mammogram
Jim – Ortho & Bariatrics
Kids (6 & 11) – Annual Vaccinations
& Pediatric Care



Email



SMS



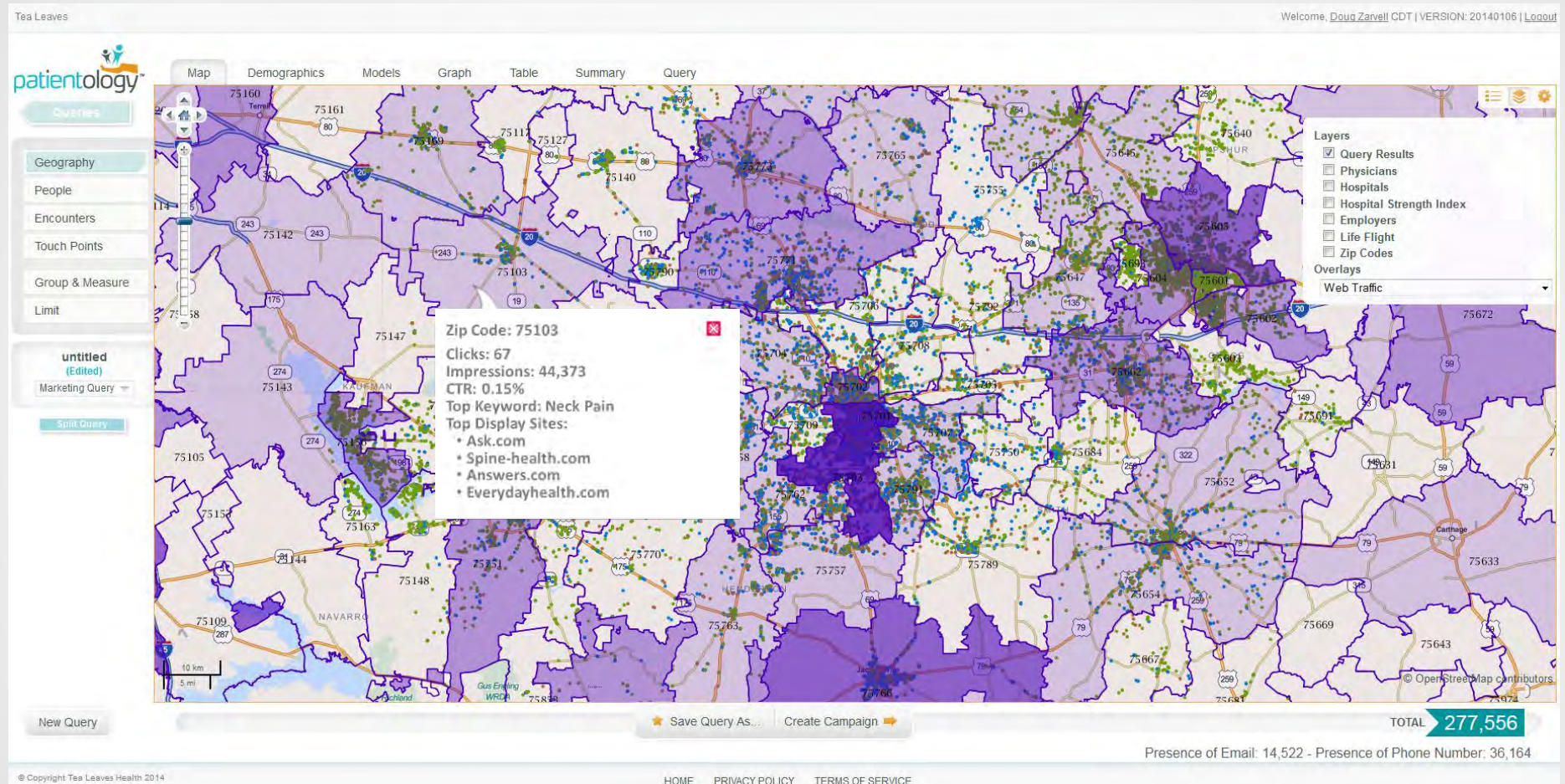
Direct
Mail



Social Media

Through our Precise Delivery Engine we know exactly how Jim and his family prefer to receive information and we intelligently deliver via Marketing Automation.

Web Traffic Origin and Analytics



Facebook & Google Ad Word Targeting Variables – Matched to Direct to Consumer Lists

Family Status

- Baby Boomers
- Engaged (< 6 months)
- Newlywed (< 1 year)
- Parents (All)
- Parents (child: 0-3 yrs)
- Parents (child: 4-12 yrs)
- Parents (child: 13-15 yrs)
- Parents (child: 16-19 yrs)

Interests

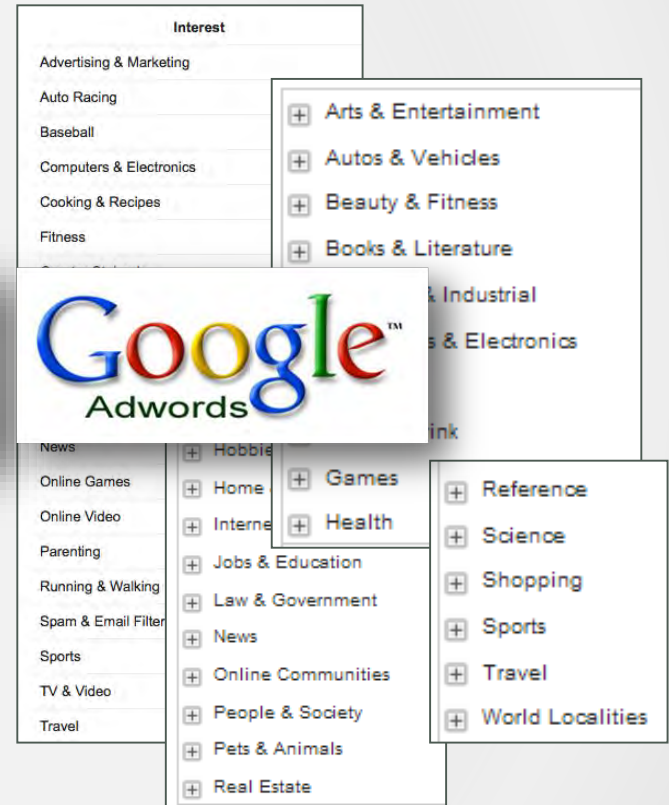
- Autos
- Beer / Wine/ Spirits
- Charity / Causes
- Education / Teaching
- Entertainment (TV)
- Environment
- Health / Wellbeing
- Home/Garden
- News
- Pets

Activities

- Cooking
- Dancing
- DIY/Crafts
- Food & Dining
- Gaming
- Gardening
- Literature / Reading
- Outdoor Fitness
- Photography
- Travel

Personal Finance

- Real Estate
- Science Programming
- Science/Technology
- Small Business Owner



Form Integration

The screenshot displays the Trinity Mother Frances Hospitals and Clinics website. The header features the hospital's logo, a search bar, and a login link for patients and employees. A navigation menu includes links for Care and Treatment, Find a Physician, Maps and Locations, Patients and Visitors, Wellness Resources, and Classes and Events. The main content area is titled 'Childbirth Preparation Skills' and includes a calendar for April 30 to May 21, 2015, with a registration status of 'Open'. A sidebar on the right promotes donations and volunteer opportunities. The registration form itself includes fields for personal information and contact details.

Trinity Mother Frances
HOSPITALS AND CLINICS

Care and Treatment Find a Physician Maps and Locations Patients and Visitors Wellness Resources Classes and Events

Home • Classes and Events • Shopping Cart Registration Form

Childbirth Preparation Skills

Registration Open

Apr 30 to May 21, 2015
Thursdays
6:30 PM - 9:00 PM

Education Services
Tyler, TX

Please bring a pillow and blanket to class each week.

* First Name M.I. * Last Name

* Address

* City * State * ZIP Code
Example: NY Example: 12345

* Primary Phone

Secondary Phone

* Email

Donate Today
Your donation to Trinity Mother Frances Hospitals & Clinics matters to the lives and wellness of patients, families and visitors.

- [Make a Donation](#)
- [Volunteer Your Time](#)

Continue Shopping

I Want To...

- [Pay My Bill](#)
- [Make a Donation](#)
- [Request an Appointment](#)
- [Send a Cheer Card](#)

Integrate forms - Data flows instantly into Tea Leaves for use as selection option.

Anonymous Web Persona to Known Person



Helps you
hunt smarter for
“anonymous” targets



Incomplete records
are enhanced
through append
services to capture
and track additional
prospects



Data from landing
pages is imported
directly into the TLH
application

Campaign Objectives

- Add additional bariatric surgeries based on historic volumes
- Use a measurable omni-channel approach to bring in new patients using:
 - Online advertising
 - Email
 - Direct mail
 - Call tracking

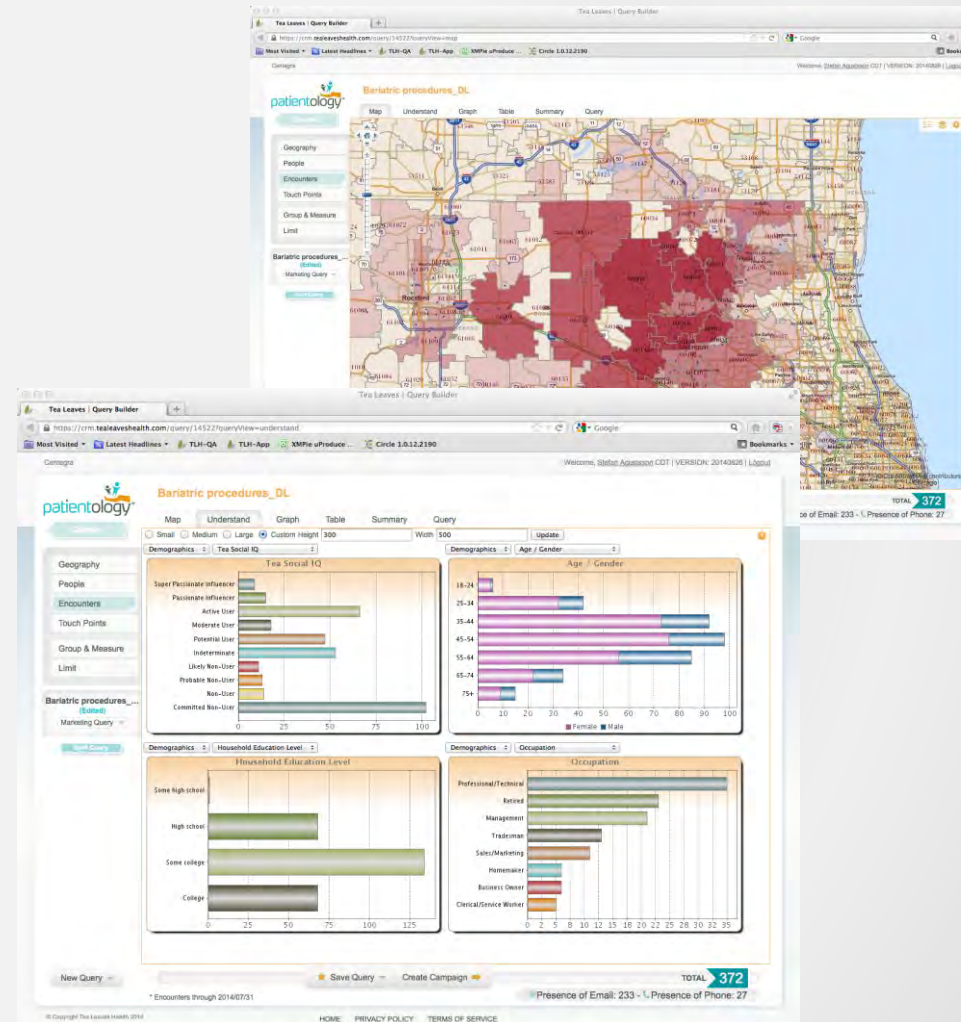


Approach to Targeting

Use previous encounters as base for targeting population.

- Media habits
- Google Targeting Variables
- Facebook Targeting
- Geographies, demographics and perceiving ailments and encounters

These responders can then be used to enhance your new targeted population.



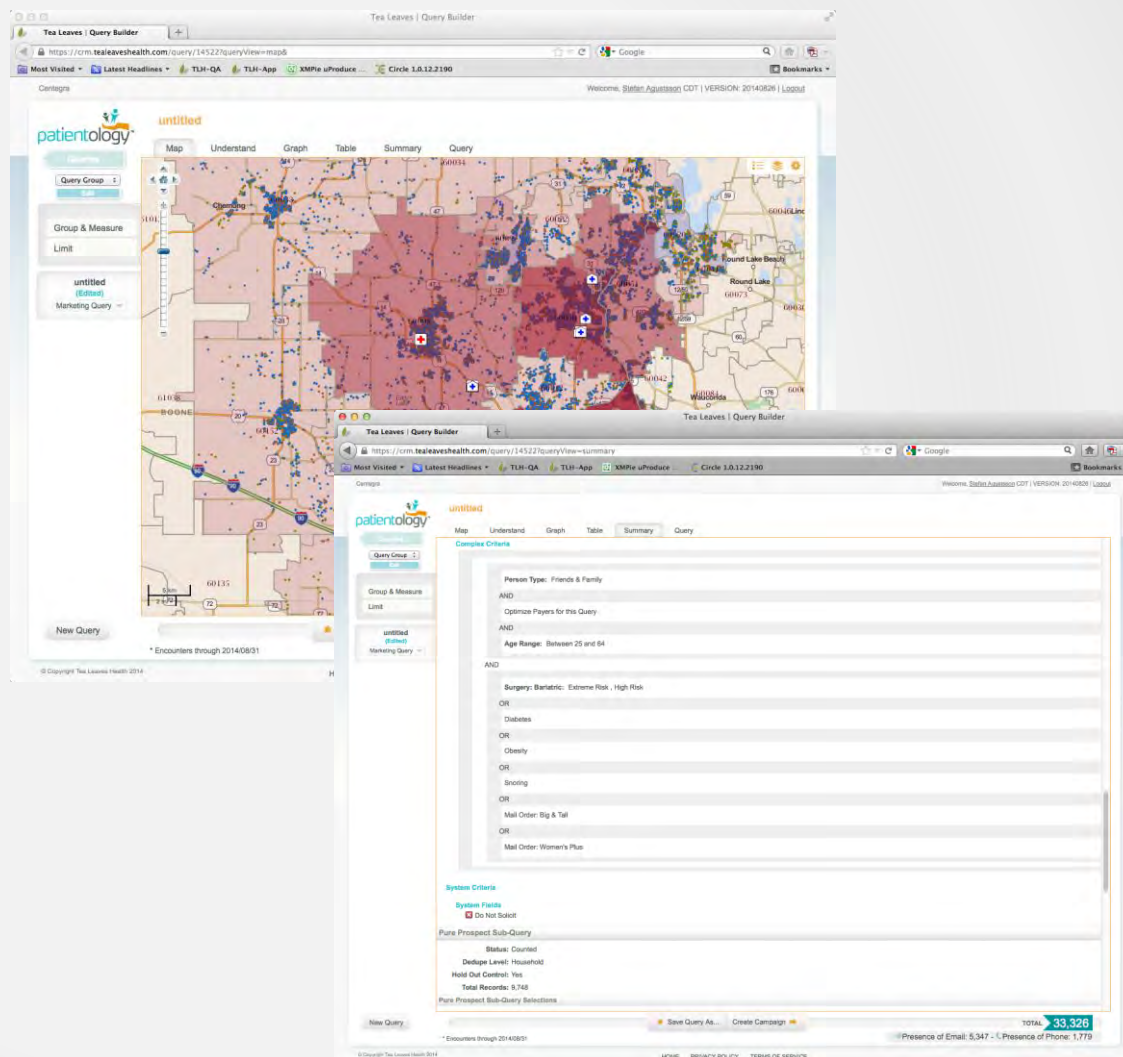
Approach to Targeting

Use Tea Selects to jump start your search for prospects looking for services.

Includes options for:

- Catalog subscriptions
- Self reported health conditions
- Percussing disease states leading to future encounters

Enhanced by the intelligence from previous encounters and TLH expertise to create high ROI for ongoing campaigns

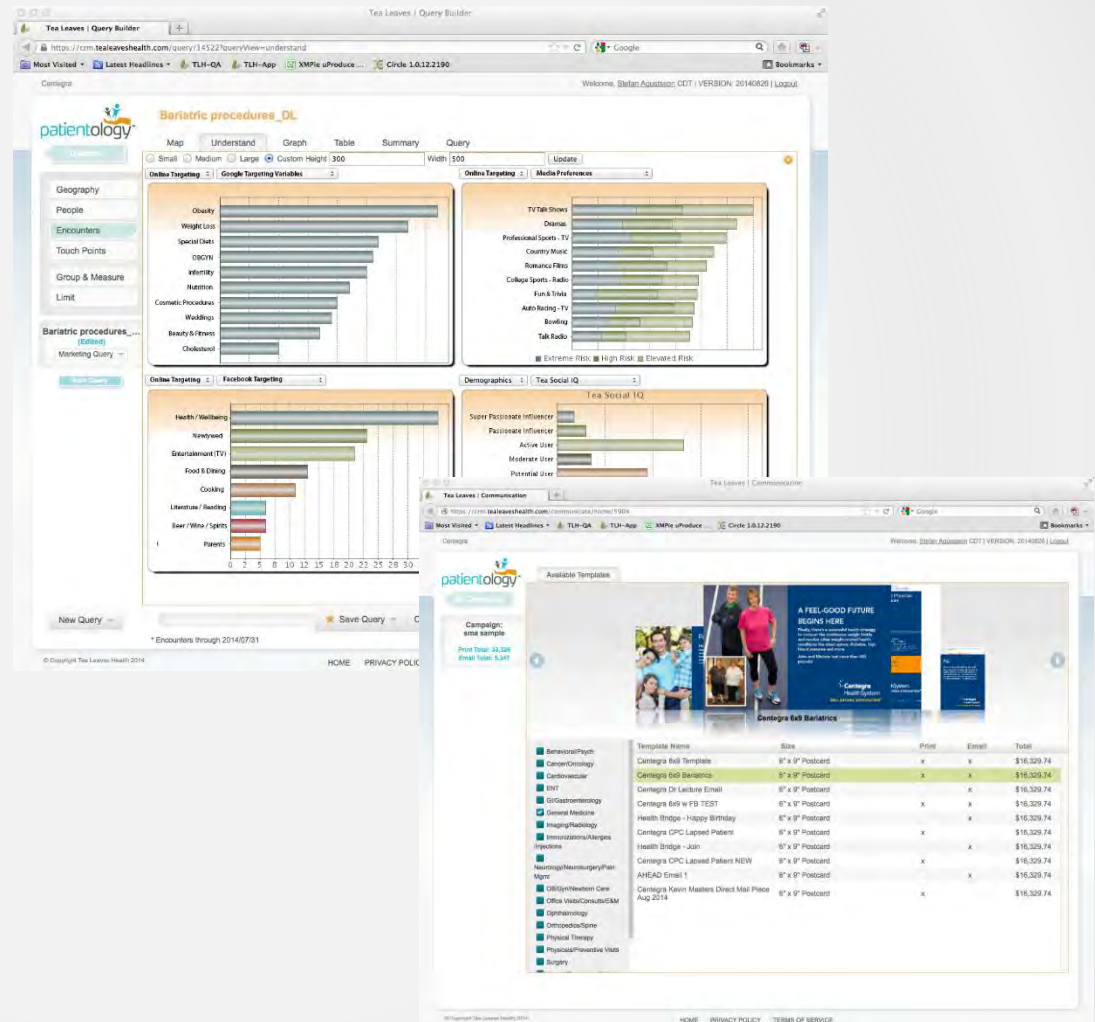


Approach to Targeting

Online targeting variables based for Google, Facebook, SocialIQ and Media Preferences allow for highly targeted online ad placements.

Use additional omni-channel options like email, IVR calls and direct mail to drive additional responders.

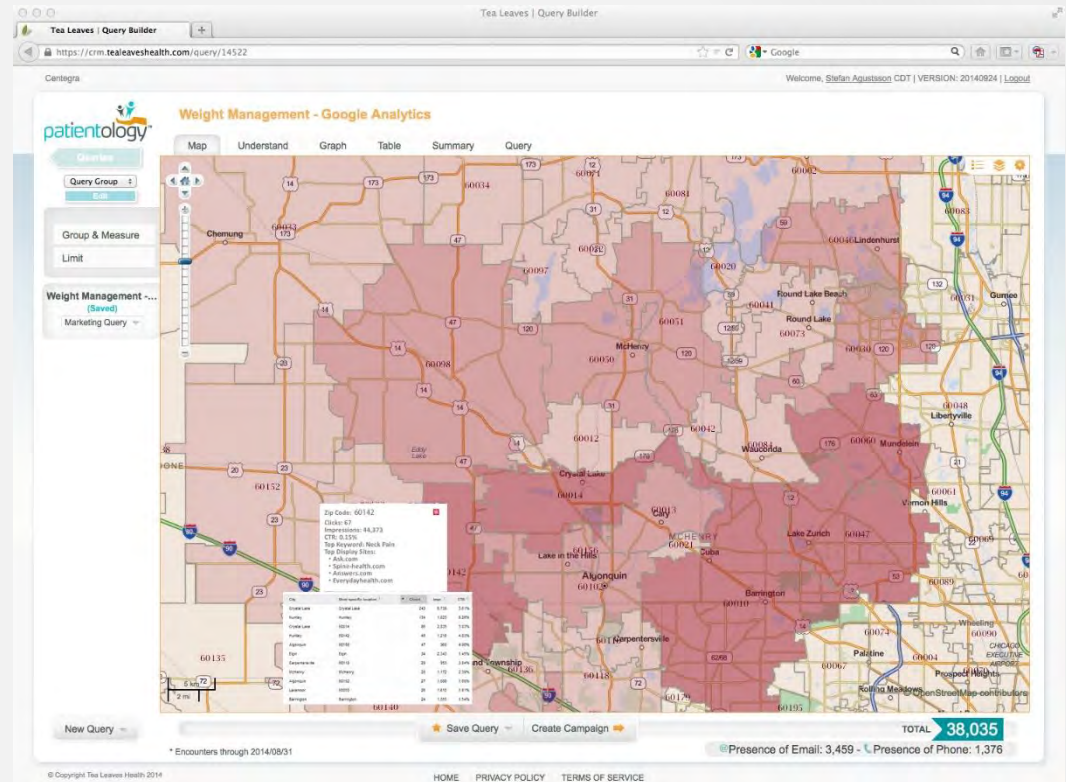
Call tracking is used to measure specific calls to action and ad placements for inbound calls while being tied directly back to campaign results.



Measure online activity

Google Analytics Data integrated into map layers for ongoing monitoring of AdWord performance.

Performance based measurement allows for continued refinement of ad placement and keyword selections.



Results

Touch Point Metrics

Indirect - Individual Match - No Success Criteria - Lifetime

Category	Quantity	Total Charges	Expected Payments	New Patients	Existing Patients	Encounter Volume	Conversion Rate
	to	to	to	to	to	to	to
Call Center	17,693	\$184,669,040.00	\$61,178,585.74	3,723	5,640	85,574	21.04%
Classes and Events	37,339	\$225,788,319.00	\$91,484,638.67	8,866	7,068	128,975	23.74%
Lists	123,624	\$109,223,814.00	\$44,090,471.95	2,910	16,328	62,895	2.35%
Website Registrations	5,110	\$25,291,943.00	\$10,755,208.53	463	1,976	14,624	9.06%



Results – Drilling down

Touch Point Metrics - Website Registrations

Response

Demographics

Encounters

Subtypes

Indirect - Individual Match - No Success Criteria - Lifetime

Category	Quantity	Total Charges	Expected Payments	New Patients	Existing Patients	Encounter Volume	Conversion Rate
<input type="text" value="weight"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
	to	to	to	to	to	to	to
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
WEIGHT LESS LIVE MORE	83	\$55,502.00	\$30,891.33	2	25	85	2.41%
WEIGHT LOSS INSTITUTE-CONTEST	355	\$325,260.00	\$158,963.96	8	91	303	2.25%
WEIGHTLOSSINQUIRY	1,137	\$4,994,714.00	\$2,425,589.42	120	392	3,141	10.55%





Home

Queries

Campaigns

Tea Flows

Reports

Administration

Bariatric Trigger
(Saved)

Return to Query

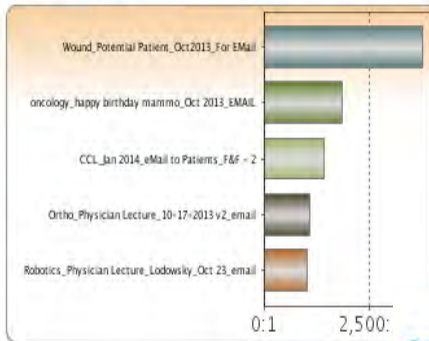
New Query

Top Campaigns

Overall

Success Criteria

Activity



September 2014						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27



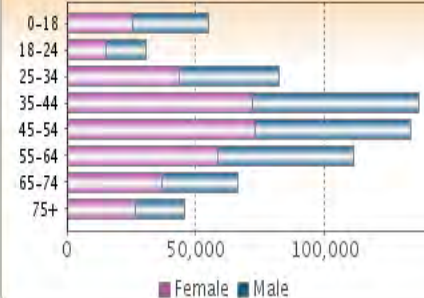
People in Service Area

All Person Types - Total Distinct Individuals

Patients 206,108

Friends & Family 172,899

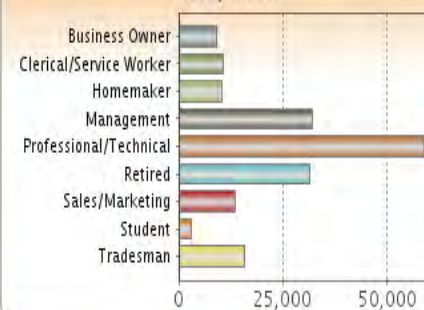
Age / Gender



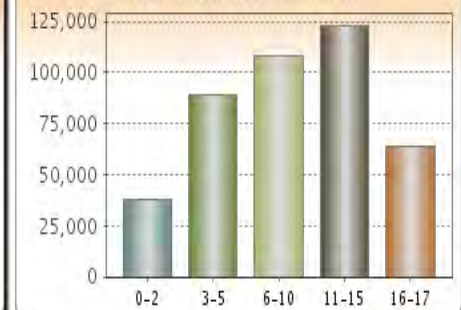
Person Type



Occupation




Household with Children



Digging Deeper to
see ROI

Ability to Attribute Encounters to PPC



Home

- People
- Encounters
- Campaign Metrics
- Touch Point Metrics**
- Tag Campaign Metrics
- Tag TP Metrics
- Tea Flow Metrics

Touch Point Metrics

Indirect - Individual Match - No Success Criteria - Lifetime

Category	Quantity	Total Charges	Expected Payments	New Patients	Existing Patients	Encounter Volume	Conversion Rate
	to	to	to	to	to	to	to
Call Center	17,693	\$184,669,040.00	\$61,178,585.74	3,723	5,640	85,574	21.04%
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Lists	123,624	\$109,223,814.00	\$44,090,471.95	2,910	16,328	62,895	2.35%
Website Registrations	5,110	\$25,291,943.00	\$10,755,208.53	463	1,976	14,624	9.06%

1 to 4 of 4 10 per page First Previous 1



Touch Point Metrics - Website Registrations



Response

Demographics

Encounters

Subtypes

Home

Indirect - Individual Match - No Success Criteria - Lifetime - Total Distinct Individuals

Touch Point Summary



Total Distinct Individuals	5,110
Total Responding Distinct Individuals	2,439
Total Total Charges	\$25,291,943.00
Average Total Charges	\$10,370.00
New Responder Distinct Individuals	463

Conversion from PPC to Patient



Touch Point Metrics - Website Registrations

Response

Demographics

Encounters

Subtypes

Home

Indirect - Individual Match - No Success Criteria - Lifetime

Category	Quantity	Total Charges	Expected Payments	New Patients	Existing Patients	Encounter Volume	Conversion Rate
<input type="text" value="weight"/>	<input type="text"/> to <input type="text"/>	<input type="text"/> to <input type="text"/>	<input type="text"/> to <input type="text"/>	<input type="text"/> to <input type="text"/>	<input type="text"/> to <input type="text"/>	<input type="text"/> to <input type="text"/>	<input type="text"/> to <input type="text"/>
WEIGHT LESS LIVE MORE	83	\$55,502.00	\$30,891.33	2	25	85	2.41%
WEIGHT LOSS INSTITUTE-CONTEST	355	\$325,260.00	\$158,963.96	8	91	303	2.25%
WEIGHTLOSSINQUIRY	1,137	\$4,994,714.00	\$2,425,589.42	120	392	3,141	10.55%



Touch Point Metrics - Website Registrations - WEIGHTLOSSINQUIRY

[Response](#)
[Demographics](#)
[Encounters](#)
[Subtype Lists](#)
[Home](#)
[People](#)
[Encounters](#)
[Campaign Metrics](#)
[Touch Point Metrics](#)
[Tag Campaign Metrics](#)
[Tag TP Metrics](#)
[Tag Flow Metrics](#)

Indirect - Individual Match - No Success Criteria - Lifetime - Total Distinct Individuals

Touch Point Summary

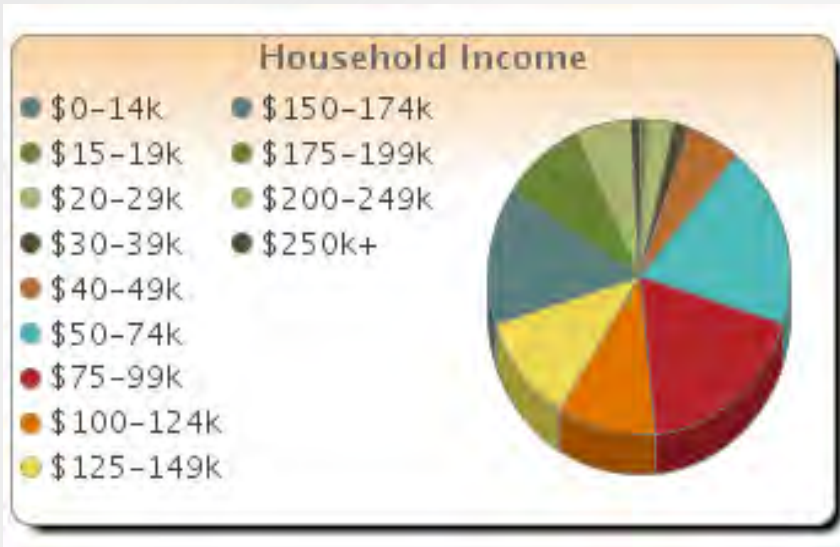
Total Distinct Individuals	1,137
Total Responding Distinct Individuals	512
Total Total Charges	\$4,994,714.00
Average Total Charges	\$9,755.00
New Responder Distinct Individuals	120

[Edit Success Criteria](#)

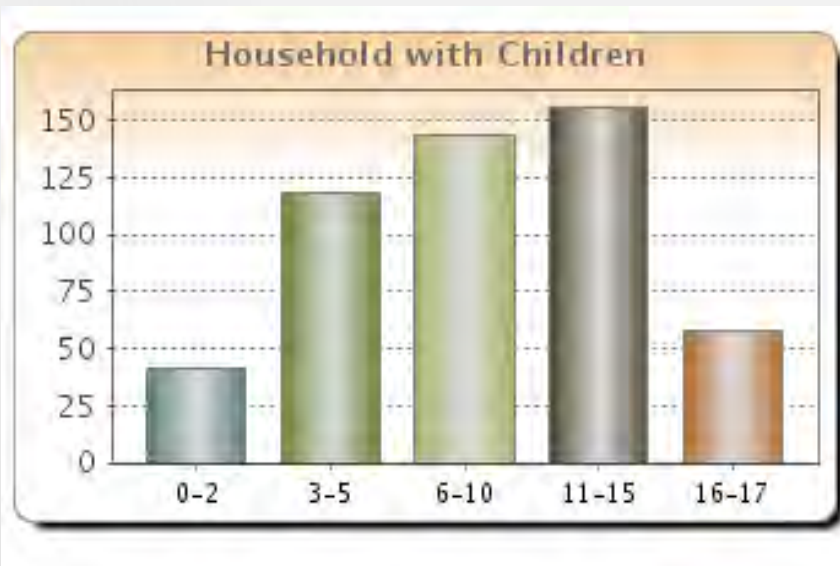
Tags [Edit](#)

-- none --

Demographics of Respondents

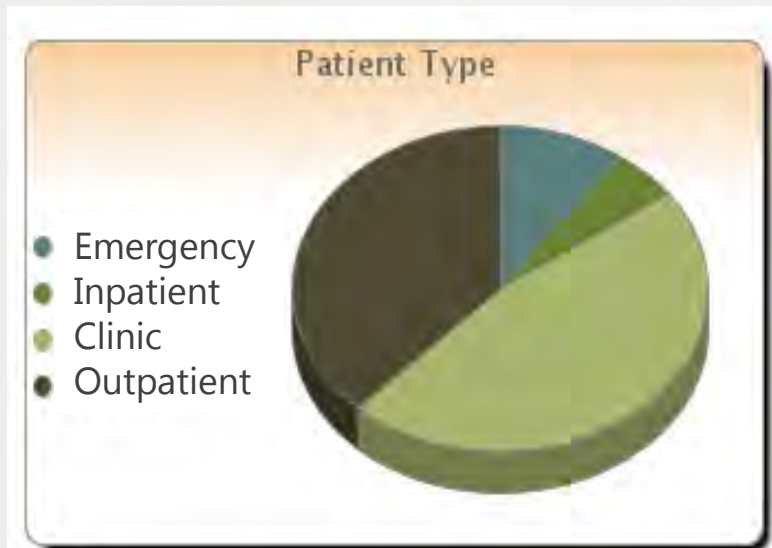


Of those who responded, 87% had a household income of at least \$50,000.



Identifying respondents with children in the household helps tailor messaging and follow-up communication.

Demographics of Respondents



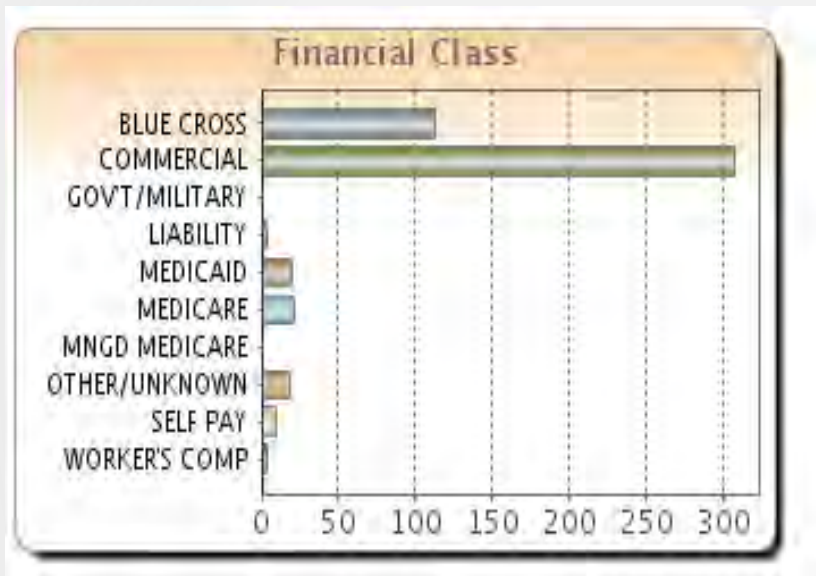
By identifying what type of visit occurred, we can begin to see the start of the weight loss surgery funnel.

Clinic – 700 encounters
Outpatient – 566 encounters



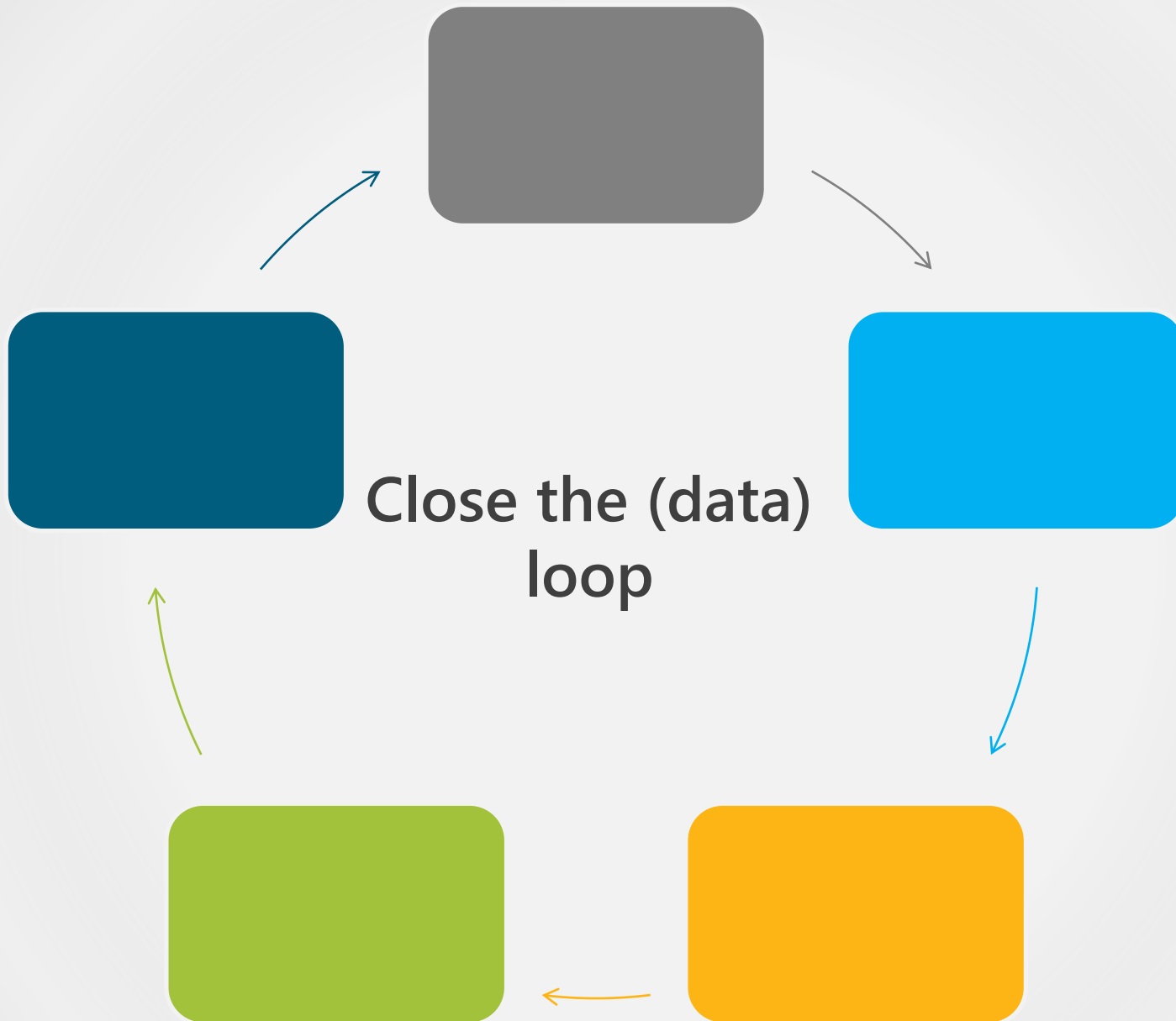
Looking at where the encounter took place can show us if the respondents are seeking care at the “right place” given the service line being promoted.

Demographics of Respondents

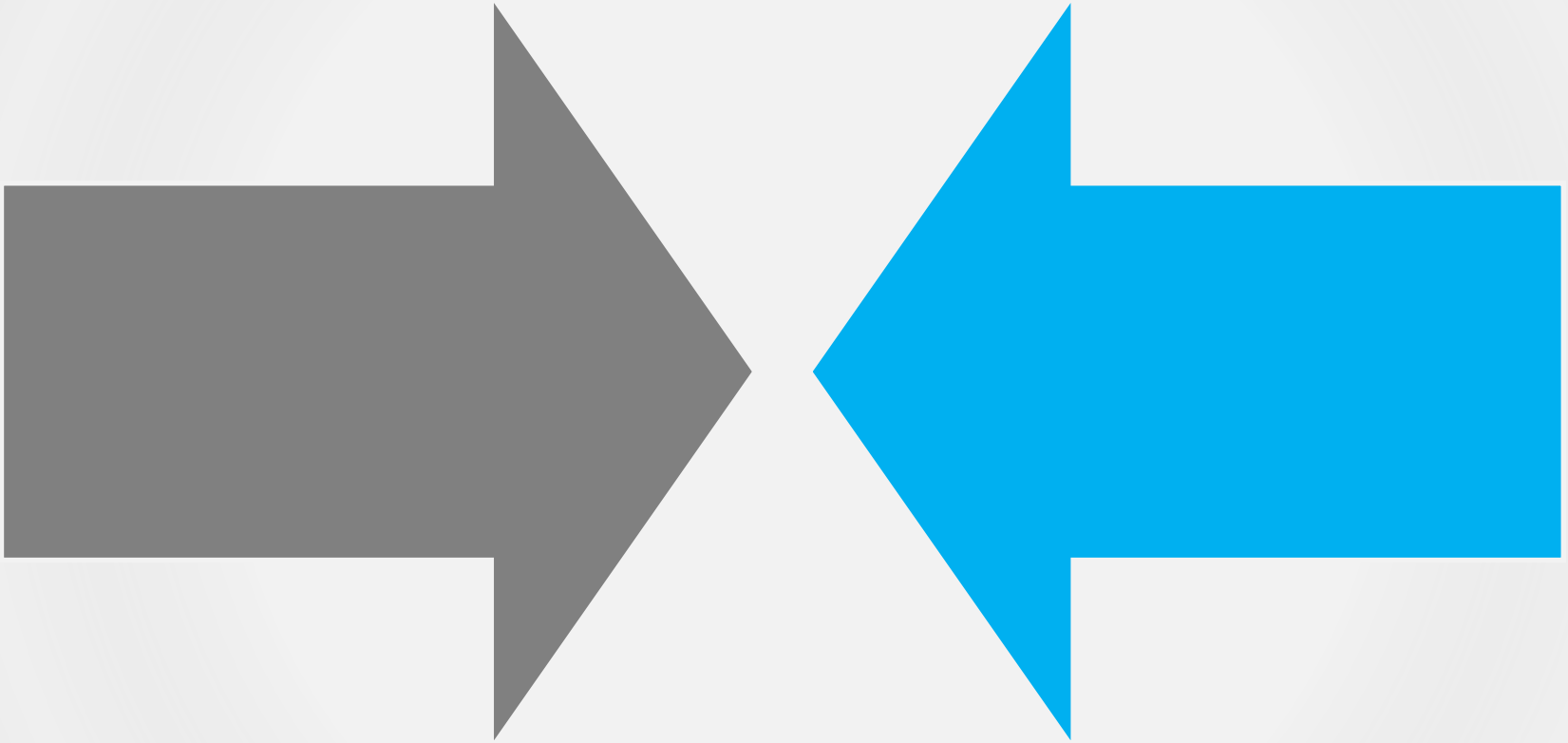


Evaluating the respondents payer mix allows us to identify if those who come in are going to be the “right fit” for the program and allows for more tailored follow-up messaging.

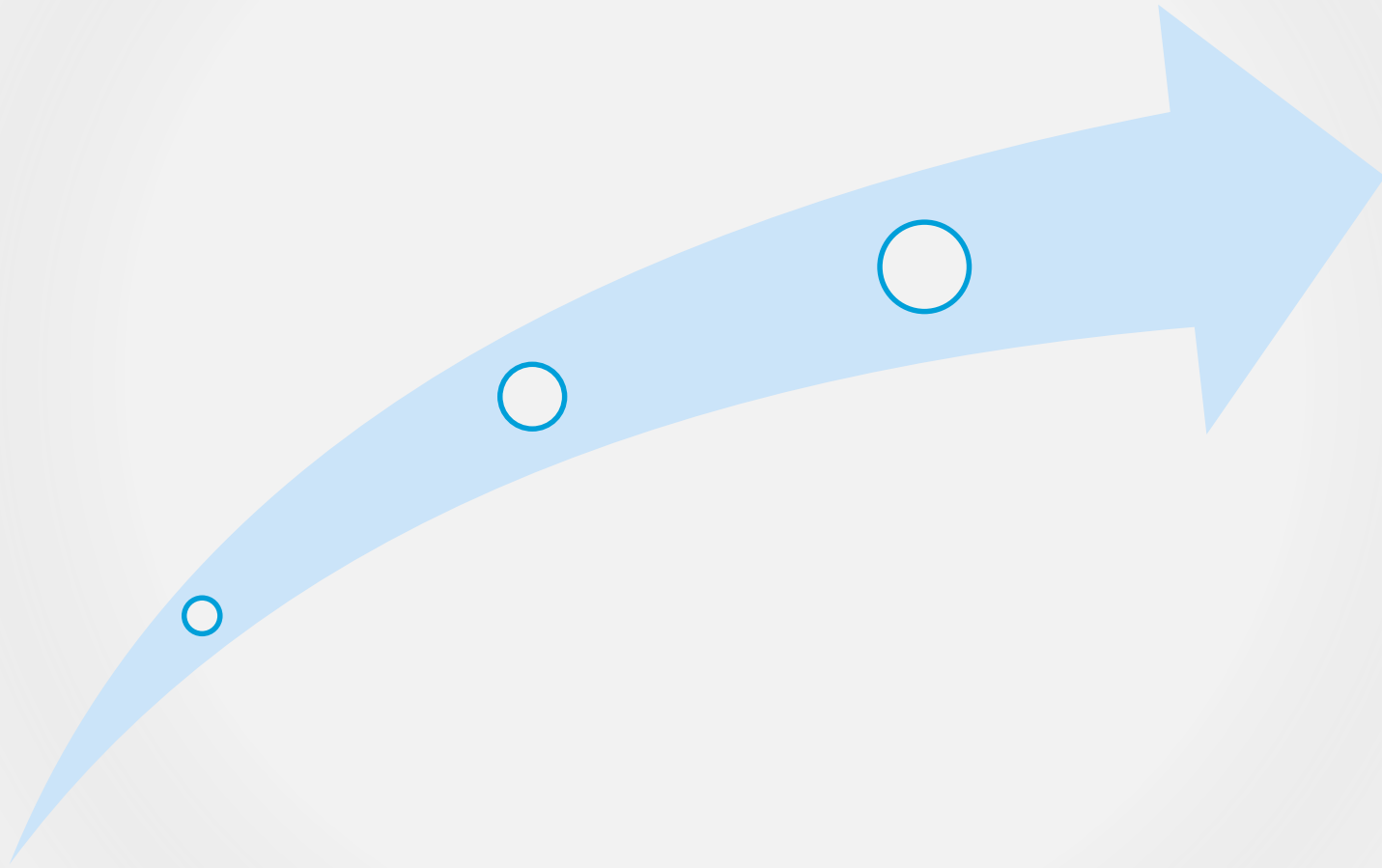
Closing Thoughts



Real-Time Connection



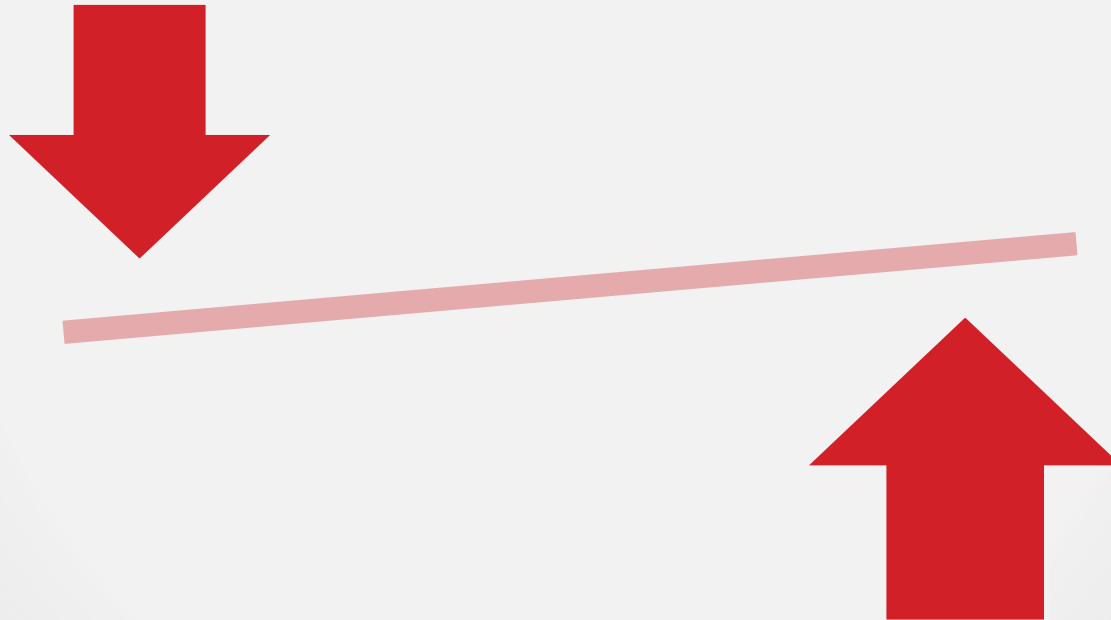
Trigger Marketing from Online Interactions



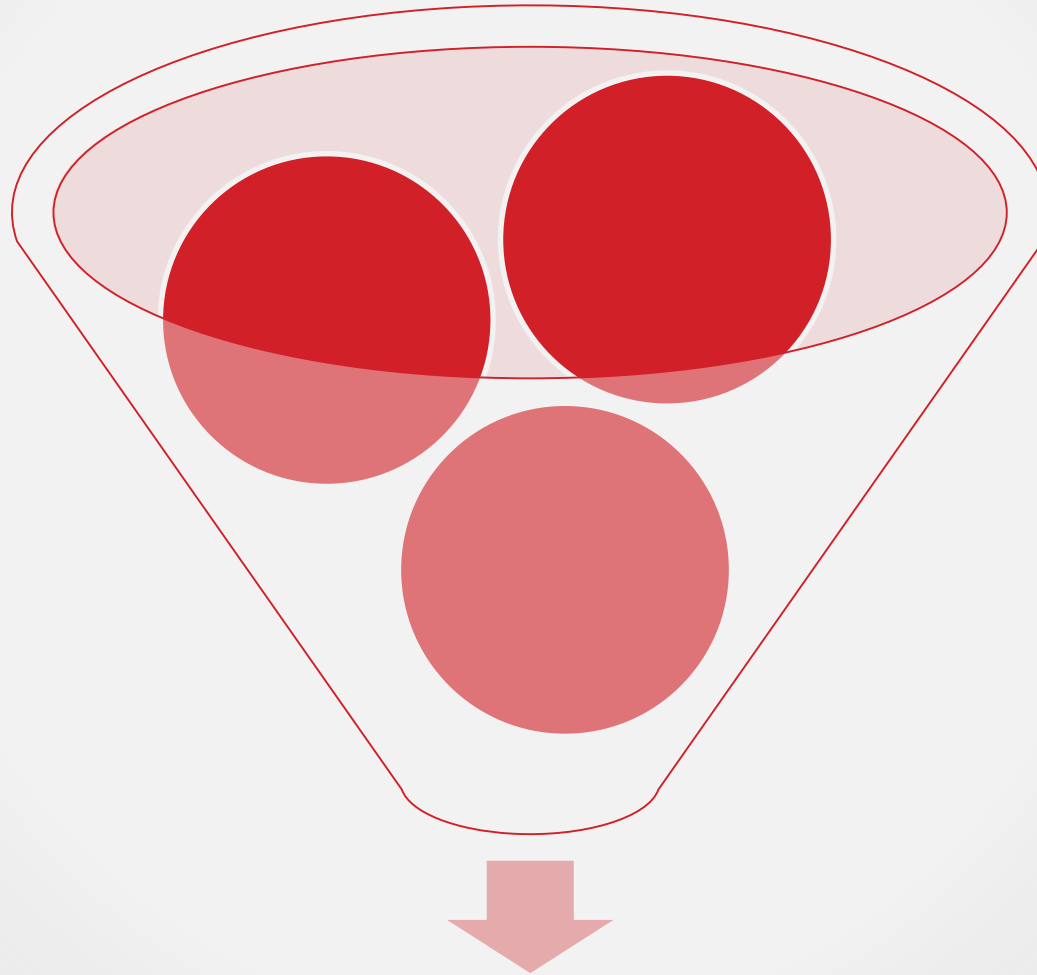
Use The Web To Make Your CRM Smarter



Use CRM To Make Your Other Digital Marketing Smarter



Gather Emails Everywhere



A wide-angle photograph of a large, modern lecture hall. Students are seated at long, dark wooden desks arranged in rows, facing the front of the room. The ceiling is high with a grid of recessed square lights. Large windows on the left side provide natural light. At the front, a large projection screen displays the word "Questions?" in a bold, black, sans-serif font. Below the screen is a green chalkboard with some faint writing. A person is visible standing near the chalkboard, possibly a lecturer. The overall atmosphere is that of a formal academic setting.

Questions?

10-Point Website Self-Assessment

Use this checklist to improve your site in key areas list:

- Mobile-friendliness
- Physician promotion
- Conversions

[Download Now](#)



Next Webinar

Web Writing for Healthcare Marketers

Wednesday, May 27
1:00 p.m. Central Time

Whether you're new to creating Web copy or looking for a refresher, this webinar will teach you the fundamentals of writing effective content for the Web in today's multi-device world.

[Register Now](#)

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Revolutionizing eHealth.