



Solutions that Create Patients for Life

David Roth, VP of Product Marketing

Meet your speaker



David Roth

Vice President, Product Marketing
Evariant

David.Roth@evariant.com

Agenda

- › About Evariant
- › The Battle for the Consumer is On
- › Today's Acquisition and Retention Challenges
- › Creating Patients for Life



Healthcare's Only Patients for Life Platform™

Enabling healthcare providers to
optimize growth through smarter
patient acquisition
and retention.



Healthcare's Only Patients for Life Platform™



HCRM



PRM



Engagement
Center



Outsourcing
Services

Actionable Intelligence

High-value service
line growth

Improving provider network
utilization and planning

Extending patient
lifetime value

Find. >>> Guide. >>> Keep. >>> Find. >>> Guide. >>> Keep. >>> Find.



Trusted Advisors

Leading health systems across segments use the Evariant Patients for Life Platform™

Large IDN



Academic



Regional Networks





The Battle for the Consumer is ON

The Battle for Acquiring the Consumer is ON

♥ **CVS aetna**[®]

 **TELADOC**[®]

New Front
Doors

amazon

Walgreens healthcare clinic



Competition from
Other Providers



WIKIPEDIA

WebMD



Digital Consumerism
(80%)

Google





Patient Retention is a Big Opportunity

Loyalty drives profitability

5-10x costlier to acquire than retain patients

5% increase in retention increases profit by at least **25%**

Loyalty is declining:
20-50% Attrition

43% Millennials (18-34)

44% GenX (35-50)

20% Boomers (51-69)

Hospitals are at a disadvantage

Average Patient Visits:

26x/year Retailer

3x/year Doctor



Today's Acquisition and Retention Challenges



How are patients acquired and retained?

“What do your volumes look like? What’s the contribution margin on this service? Let’s talk about your payer mix...”

How do your patients come to you? Is this even a service where patients are self-referring?...

If not, then we need to talk about how we’re getting information in front of your referring physicians...”

-Corporate Vice President, Marketing & Communications




Mass marketing

Lack of precision targeting

No visibility to results

Traditional Marketing Isn't Working

- › Inability to demonstrate ROI
- › Budget challenge and under-investment
 - › 5-7% of revenue vs. 0.5%
- › Stagnant growth and financial performance



Disjointed experience

Single purpose calls

Reactive instead of proactive

The Disconnected Call Center

- › Poor customer satisfaction
 - › 51% will switch
- › Patient acquisition and referral “leakage”
 - › 61% will go somewhere else
- › Inability to “close the loop” on ROI
- › Limited cross-selling/upselling



Lack of volume and referral visibility

Difficulty prioritizing outreach

Lack defined ROI

Provider Relationships Are Costly

- › Key encounters lost to competition
 - 61% of physicians unaware of referral options
- › \$1.56M/provider at stake
- › 30-50% out-of-network loss
 - A \$4-8B problem

Developing positive, lasting relationships with patients is key

PATIENT LTV:

FROM AGE 32-65	\$158K
MEDICARE AT 65	\$100K
HOUSEHOLD VALUE	\$400K

ACQUIRING CUSTOMERS COSTS **5x** AS MUCH AS KEEPING A CUSTOMER ²

INCREASING RETENTION **5%**

INCREASES PROFITS **25-35%** ³

SUPERIOR PATIENT EXPERIENCE GENERATES **50%** HIGHER FINANCIAL PERFORMANCE ¹

Source 1: Accenture: <https://www.accenture.com/us-en/insights-happy-patients-healthy-margins>.

Source 2: Alan E. Webber, "B2B Customer Experience Priorities In An Economic Downturn: Key Customer Usability Initiatives In A Soft Economy," Forrester Research.

Source 3: Harvard Business Review: <https://hbr.org/2000/07/e-loyalty-your-secret-weapon-on-the-web>.



Finding the right patients with the right payer mix is critically important

Government Pay has increased 100%

49%

Of All US Healthcare Payments is Government Pay

-10%

Margins on Government Pay

Hospitals Lose Money on Government Pay

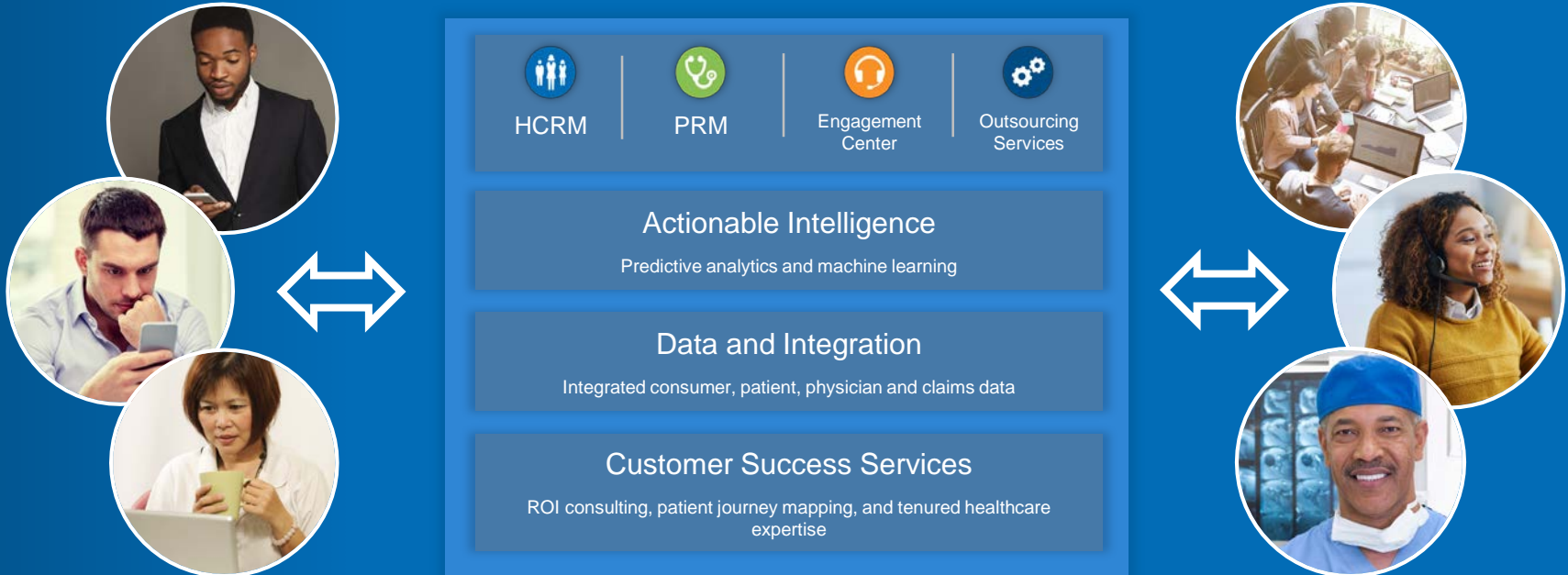
Hospitals Make Money on Commercial Pay

+10%

Margins on Commercial Pay

Creating Patients for Life

Evariant's Patients for Life Platform™ Makes the Consumer Experience Integrated and Personal



Built on the #1 CRM platform in the world



Managing Journeys in Action

Find

John has been nursing an old college knee injury that just won't go away



John receives email on Lifeside's new Joint Replacement Center, then recognizes Facebook ad

Guide

John's info automatically populates and a "Weekend Warrior" persona is displayed for Susan



Susan queries for Orthopedists near John's office and schedules an appointment; John receives a text confirmation



A couple months later, John receives a call from Lifeside to schedule his first rehab appointment



Keep

John later receives an email inviting him to a seminar; he's also reminded to schedule his daughter's school physical



John's daughter missed her last appointment; Susan emails pediatrician recommendations that accept the family's new insurance

CLIENT RESULT

Created a high-yielding marketing machine

11:1 Marketing campaigns ROI

61% commercial payer mix from digital marketing



Make Marketing a High-Yielding Growth Machine





Multi-channel execution

Precision marketing

Real-time optimization

High-Yielding Growth Machine

- › Efficient and consumer-driven marketing
- › Indisputable ROI
- › Marketing is an investment center

CLIENT RESULT

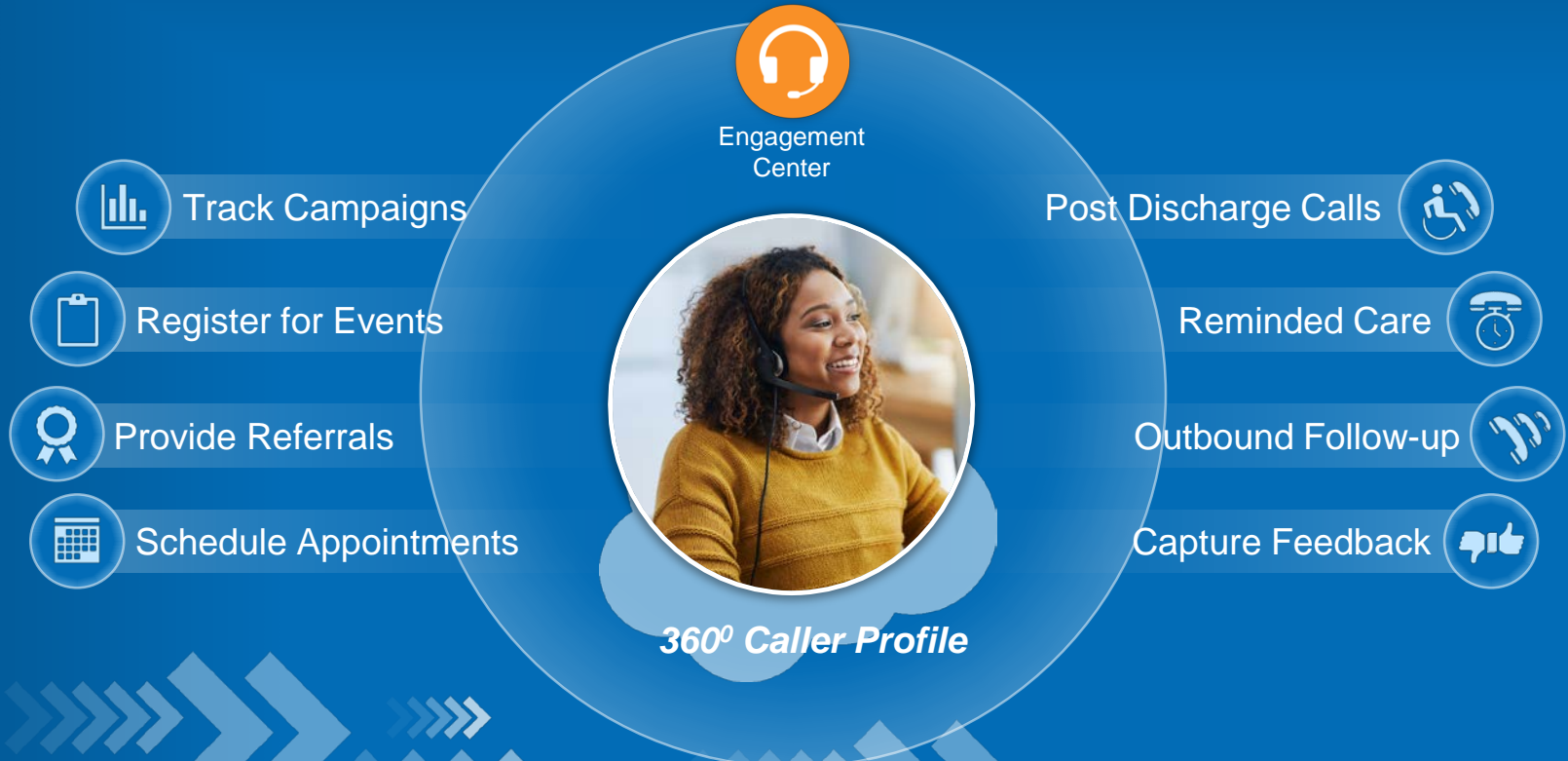
**75% response from
click-to-call and 50%
requested appointments**

\$1.2B across 5 years

100 digital marketing campaigns



Transform Your Call Center into a Profit Center



Highly-personalized interactions

Multi-purpose calls

Proactive agents



Smarter Growth

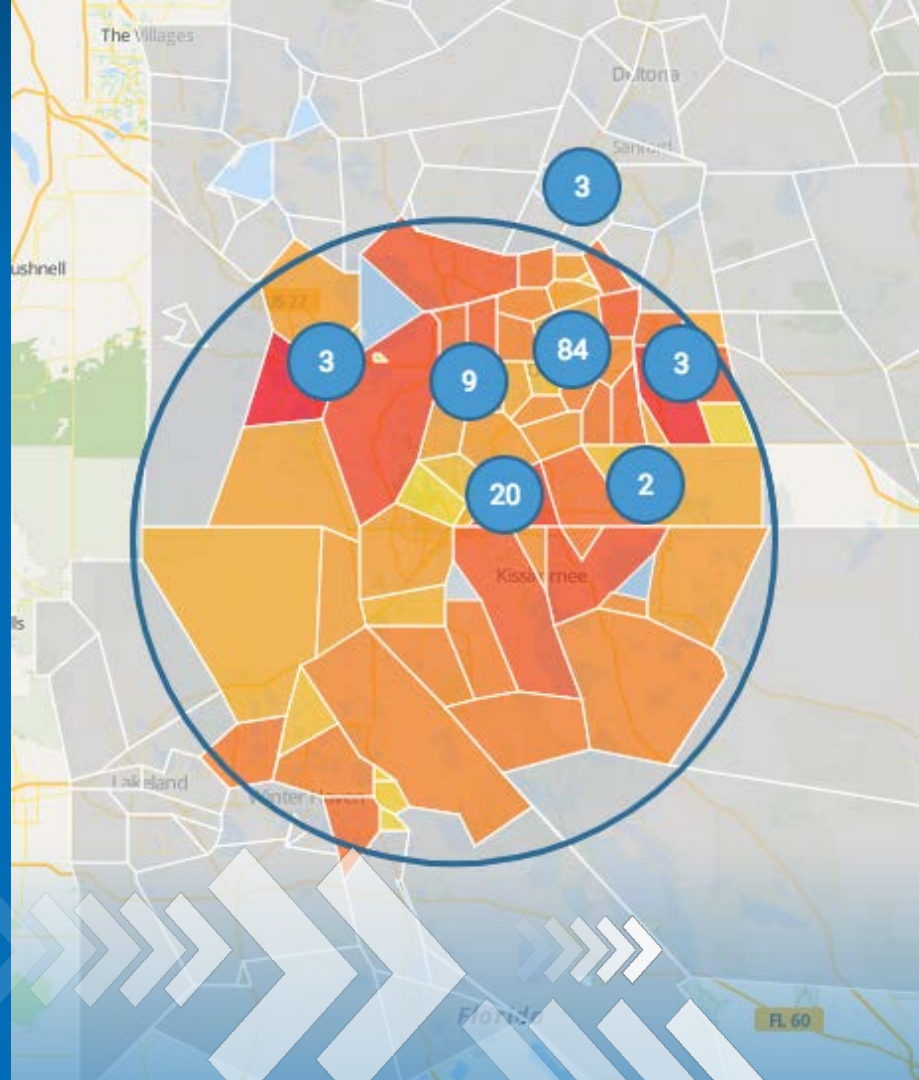
- › Improved patient satisfaction and retention
- › Increased service line growth and provider referrals
- › Indisputable ROI
- › Improved patient lifetime value

CLIENT RESULT

Significant Margin Growth From Targeted Physician Relations

Top 5 service lines for increased
physician referral

\$56M YoY contribution from
liaison outreach



Highly Engaged Providers is a Competitive Advantage



Actionable Intelligence



360 Provider Profile



Activity & Referral Analytics



Market Intelligence



Build & Manage Territories



Issue Management



Purpose Built Mobile App



Targeted Campaigns



Performance Analytics

Data and Integration





Unsurpassed Provider Loyalty

Accurate provider insight

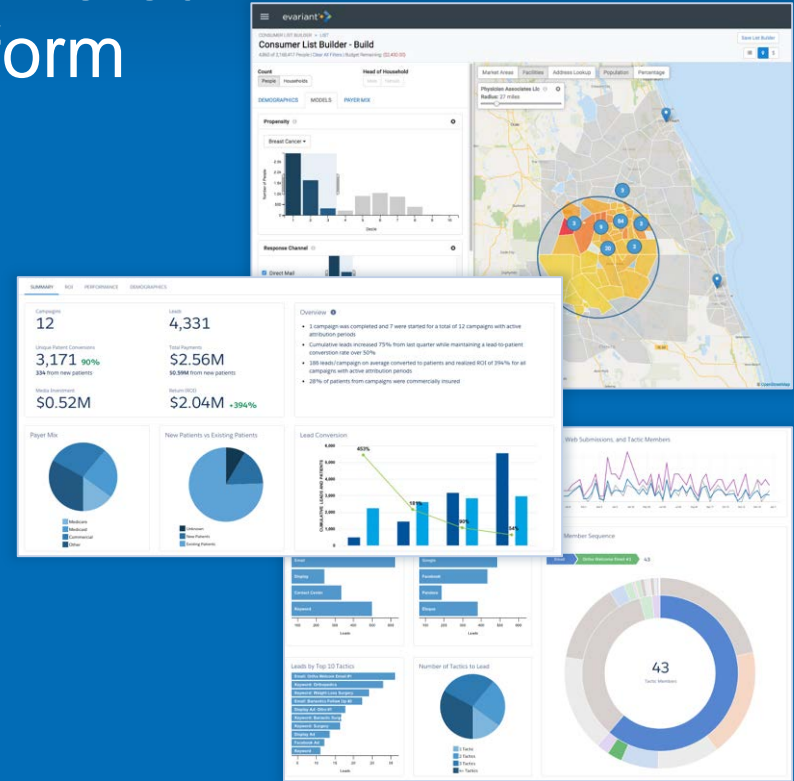
Improved liaison effectiveness

Measureable results

- › In-network service line revenue growth
- › Improved physician loyalty and network utilization
- › Increased patient retention and lifetime value
- › Quantify outreach impact

Actionable Intelligence Powered by the Evariant Data Platform

- › Dynamically target the right patients to drive high value service line growth
- › Realtime digital response insight to optimize campaign performance
- › Indisputable ROI insight to drive investment for accelerated growth





Trusted Advisors

Healthcare's only Patients for Life Platform™
enabling smarter patient acquisition and retention

70+

Health systems

1,000+

Hospitals use Evariant

2,000+

Digital campaigns executed

48%

Conversion rates

11:1

ROI

61%

Commercial payer mix

9B

Claims

5B+

Digital interactions

Q&A + Contact Information



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