Turning Big Data into Practical Data
About Evariant

The leading provider of a CRM platform based on a centralized healthcare data hub, analytics, and communications engine.

Contact Us Today
Today’s Presenter

Gary Druckenmiller, Jr.
VP, Client Solutions
Evariant
The most dangerous phrase in the language is "we've always done it this way."
In the universe of PATIENT EXPERIENCE
And in the life of a HEALTHCARE MARKETER
Make no mistake

BIG DATA IS EVIL
SAY "BIG DATA"

ONE MORE TIME
Have you ever

EVEN SEEN IT?
Campaign Inquiries Analysis

Inquiries Over Time by Campaign (Click to Filter)

- ANSON (FY 2014)
- Bariatric (Y14)
- Breast Cancer (FY13)
- Breast Cancer-Blue RI.
- Cleveland Total Joint
- Colonoscopy FY14
- Coventry FY14
- Denver Awareness Ca.
- Diabetes Prevention FY15

Date: 2/1/2013 to 8/3/2014
Campaign: All

Inquiries by Campaign

- Diabetes Prevention (FY15): 4,724 inquiries (25.70%)
- Wellness Campaign FY14: 3,068 inquiries (25.72%)
- Reminded Care FY14: 1,927 inquiries (10.83%)
- Breast Cancer (FY13): 677 inquiries (4.55%)
- Coventry FY14: 626 inquiries (4.55%)
- Stroke FY14: 524 inquiries

Inquiries by Tactic Type

- Websites Direct: 6,803
- Direct Mail: 3,957
- Out Of Home: 841
- Keyword: 716
- Natural: 339

Inquiries by Zip Code

Inquiries by Vendor

- null: 841,973
- N/A: 1,252

Inquiries by Subject

- ProDiabetes Campaign 2013: 4,478
- wf-wellness-ph3-form-submit: 1,029
- Inquiry from Discharge Call: 916
- wf-reminded-care-form-sub: 633
- wf-brain-power-form-submit: 553
YOU KEEP SAYING BIG DATA

I DO NOT THINK IT MEANS WHAT YOU THINK IT MEANS
BIG DATA IS LIKE TEENAGE SEX: EVERYONE TALKS ABOUT IT, NOBODY REALLY KNOWS HOW TO DO IT, EVERYONE THINKS EVERYONE ELSE IS DOING IT, SO EVERYONE CLAIMS THEY ARE DOING IT...

DAN ARIELY
Old school marketers

EVADE IT
New age marketers

LOATHE IT
IT staffers

GET IT
Buuuuuut... CAN’T APPLY IT
DATA GROWTH

X axis: Year
Y axis: Global data
Unit of measurement: Zettabytes
1ZB = 1,000^7 bytes

Note: Post-2013 figures are predicted. Source: UNECE
Everyday business and consumer life creates 2.5 quintillion bytes of data per day.
90% of data in the world today has been created in the last two years alone.
Big Data Landscape (Version 2.0)

Infrastructure
- NoSQL Databases
- Hadoop Related
- Management / Monitoring
- Cluster Services
- Storage
- Cross Infrastructure / Analytics

Analytics
- Analytics Solutions
- Data Visualization
- Sentiment Analysis
- Location / People / Events
- Real-Time
- Cross Source Projects

Applications
- Ad Optimization
- Social Media
- Industry Applications
- Data Sources

Data Sources
- Data Marketplaces
- Personal Data

Frameworks
- Query / Data
- Open Source Projects
- Real-Time

© Matt Turck (@mattturck) and ShivonZilis (@shivonz) Bloomberg Ventures
In short...

WE’RE SCREWED
OR ARE WE?
SEE, I TOLD YOU THAT BIG DATA WAS TOO SCARY
All of the information

Information you need!
Integrate Four Major Data Opportunities

Pharmaceutical R&D Data

Activity (Cost) & Claims Data

Clinical Data

Patient Behavior, Clickstream & Sentiment Data
Clinical Data
Call Center & Form Data
Financial Data
Clickstream Data (speedy)
Social Data (real speedy)
Channel Preference Models
Co-Morbidity Appends
Propensity Model Appends
Marketing Intelligence

Integrated Data Warehouse
Prospective Patients
Existing Patients
SO WHAT’S THE PROBLEM?
Well, it’s not a lack of patient experience data.
It’s a lack of patient data.
Conversion Event
Conversion Event

Longitudinal Patient/Provider Panorama - 12 Mo. View

MARKETING PERIOD

Campaign Generated "Consumer"
Clickstream & Social Data

Referred Physician Appt.

Medical Cardiologist "Receiving Physician"

Clinical-based Patient Communications
Co-Morbidity Data

CV Surgeon
Post-Operative Marketing Intelligence

Discharge & Action Planning

Patient/Provider Panoramas: Drives a Unified Patient/Consumer Experience
## Campaign Growth Based on Data

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<td>Respondents per week (total)</td>
<td>6.75 (81)</td>
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LET'S SOLVE THIS PROBLEM BY USING THE BIG DATA NONE OF US HAVE THE SLIGHTEST IDEA WHAT TO DO WITH
Big Data is evil due to

VOLUME

VELOCITY

VARIETY
And this scares the (you know what) out of HEALTH MARKETERS
They feel that data CONTROLS THEM
They feel that data is NOT PRACTICAL
They need COURAGE
They need CONFIDENCE
They need A HERO
YES THAT'S RIGHT

I'M A DATA SCIENTIST
The skill most important to big data is:

- Programming: 13%
- Data Discovery: 7%
- Data Manipulation: 9%
- Data Analysis: 31%
- Data Visualization: 10%
- Data Mining: 30%
Healthcare marketing used to be

STRATEGY
BRAND
CREATIVE
Now it’s

DATA

INSIGHTS

STRATEGY
Data is the NEW CREATIVE
And so we come

FULL CIRCLE
How does Big Data become practical data?
Data Driven Marketing Roadmap

Marketing Insights
- Market demand for services
- Market share data
- Historical performance of marketing data
- Market demand data

Patient and Consumer Analysis
- Patient characteristics
- Consumer needs

Organizational Readiness
- Service Line capacity
- Physician practice capacity
- Operational readiness

Strategy Development
- Multi-Channel digital campaign response data
- Multi-Channel response modeling
- Refined media optimization data
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<th>Web Leads</th>
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<th>Total Leads</th>
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<td>8</td>
<td>3</td>
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<td>Lung</td>
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<td>Liver</td>
<td>43%</td>
<td>60%</td>
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<tr>
<td>Colon</td>
<td>27%</td>
<td>18%</td>
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<tr>
<td><strong>Pancreas</strong></td>
<td>13%</td>
<td>9%</td>
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<tr>
<td>Stomach</td>
<td>6%</td>
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WHAT IF I TOLD YOU
DATA AREN'T INSIGHTS
First Party - Data Sources

- Google Search Query Report
- Bing Search Query Report
- Campaign reports
  - Day of week report
  - Time of day report
- Keyword Reports
  - Day of week report
  - Time of day report
- Contact Center Call Logs
- Audience Profile Reports
- Platform reporting
  - Campaign Tactics
  - Inquiry Reports
  - Patient Reports
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**Head & Neck**

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**Pancreas**

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**Stomach**

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**evariant**

MOVING HEALTHCARE AHEAD™
Example Insights

› 2 branded keyword-based leads, 10 Location keyword-based leads
› GI (9), Prostate (8) and Head & Neck (7) share similar web leads numbers
  – Lung is the laggard, with 4 web leads, 1 call lead
› Prostate produces more phone leads than web leads
› Primarily a Desktop Market – 60% desktops
  – Mobile usage does increase throughout the day, heaviest in evening
› Clicks/Traffic is consistent throughout week, small drop off on weekend
  – Conversions dip in the beginning of the week, are strong Wednesday – Sunday
› GI Audience is trending primarily towards Liver
Example Insights

- IPad/IPhone users are dominating mobile traffic
  - IPad users most engaged – 1.73 pages/visit, 70% bounce rate
- 85% new visitors
- Proton google ad phone number producing the most calls in region
- All audiences are well educated on Proton Therapy
- Request appointment CTA is resonating best with callers (prostate)
  - Very few “what is…” searches
- Top three “other cancers” searches
  - Lymphoma (10% of search traffic)
    - Also has seen some call lead volume
  - Brain (2% of search traffic)
  - Lymphoma (10% of search traffic)
  - Bone/Women’s Cancer (1% of search traffic)
**Example Insights**

<table>
<thead>
<tr>
<th>Web Lead types</th>
<th>Call Lead Types</th>
<th>Device Type</th>
<th>Top Web Days</th>
<th>Top Call Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 branded</td>
<td>97 Proton</td>
<td>66% Desktop</td>
<td>Weds</td>
<td>Monday</td>
</tr>
<tr>
<td>10 location</td>
<td>3 GI</td>
<td>13% Tablet</td>
<td>Thursday</td>
<td>Tuesday</td>
</tr>
<tr>
<td>9 GI</td>
<td>1 Lung</td>
<td>21% Mobile</td>
<td>Friday</td>
<td>Weds</td>
</tr>
<tr>
<td>8 Prostate</td>
<td>19 Prostate</td>
<td></td>
<td>Saturday</td>
<td>Thursday</td>
</tr>
<tr>
<td>7 Head &amp; Neck</td>
<td>4 Head &amp; Neck</td>
<td></td>
<td>Sunday</td>
<td>Friday</td>
</tr>
<tr>
<td>4 Lung</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**Top 5 Keywords**
- XXXXX +Proton Therapy
- +Proton therapy
- Tumor +prostate
- +cancer thyroid
- +proton Radiation

**Top Search Queries**
- Prostate Cancer
- Thyroid Cancer
- Stages of Prostate Cancer
- What is Lymphoma
- Lymphoma cancer
- Brain cancer

**Top Geos (outside Market)**
- XXXX (calls & web)
- XXXX (calls & web)
- XXXX (web)

**Top Geos (within Market)**
- XXX (calls & web)
- XXXX (calls)
- XXXX (calls)
- XXXX (web)
YOU CAN HAVE A SEAT AT THE TABLE AS SOON AS YOU CAN BACK UP YOUR MARKETING IDEAS WITH DATA.
Example Strategy

› Consider a broader national reach into Example and Example. Outside of Example, most calls are coming from these 2 states.
  – Could include personalized ad content and placement around top geos, drawing attention to Example as a top destination.
  – Has potential to be a strong test in advance of larger Phase 2 budget and tactic mix.

› Data indicates that head & neck audience does more research and consumes more tactics “lingering” longer in campaign.
  – Head & Neck prospects may require a separate nurturing program. Isolate prospects and partition into parallel efforts.

› Analysis shows that prostate prospects are NOT lingering. Appointment request is the clear winner with these prospects.
  – Suggest campaign context (web pages, materials) upgrade with more “urgent” tone specifically around prostate.
  – Similar with SEM content as most searches are not “what is…” caliber searches noting that prospects are highly directional and know what they want to see.
Example Strategy

Data indicates that clinical diagnosis specific context is wasted in Example as traffic “outside” of Proton is very weak.
- Suggest stronger focus on Proton as a technology and less clinical targeting.
- Could mean a new talk track for Example in phase 2 as we have yet to see strong modality specific response.

Analysis shows that the Example audience demonstrates a lack of education around oncology as a whole as there are few “extra” searches.
- Lack of education and limited extended search indicates an audience that is unsatisfied with campaign message.
- Data suggests that Example may require a simpler and alternate communication strategy than other geos.
Example Strategy

Example is proving to be our strongest display market so far as data shows a high propensity for display influence on phone calls. Example is our “stumble-upon” market.

- Analysis indicates a possible heightened awareness and visibility of the 800# just for Example.
- Suggest earlier showcasing of 800# in ads and higher visibility in landing pages and email follow-ups.
- May also consider faster and more frequent follow-up procedures for Example call-ins in preparation for possible Phase 2 lead increase.

Search traffic is proving to be very light in Example as data indicates a weaker desire to “seek out” cancer research.

- Search can be heavily influenced by other forms of media; in particular offline media (radio, etc.)
- Suggest controlled test of offline to online conversion (isolated media pathway) to determine if search budgets have normalized or still have a major play in this market.
WE FOUND THIS CORRELATION IN THE DATA. EVERYONE TAKE A RAZOR.
Campaign Generated “Consumer”

Referral Physician Appt.
Patient/Provider Panoramas: Drives a Unified Patient/Consumer Experience

Longitudinal Patient/Provider Panorama - 12 Mo. View

MARKETING PERIOD

Campaign
Generated
“Consumer”

I prefer
display ads

Referred
Physician
Appt.

Conversion Event

Medical
Cardiologist
“Receiving
Physician”

I usually
call on
Tuesday

Clinical-based
Patient
Communications

I am obese and
also have heart
problems

CV
Surgeon

You maintain
my
health by
keeping my diet
in check

Discharge &
Action
Planning

I usually

I maintain

I am obese and
also have heart
problems

You maintain

You maintain
Today’s Presenter

Gary Druckenmiller, Jr.
VP, Client Solutions
Evariant
Gary.Druckenmiller@Evariant.com
860.922.9429