



Turning Big Data into Practical Data

About Evariant

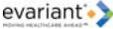
- > The leading provider of a CRM platform based on a centralized healthcare data hub, analytics, and communications engine.

Contact Us Today

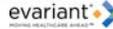


Today's Presenter

Gary Druckenmiller, Jr.
VP, Client Solutions
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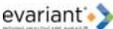


The most dangerous phrase in the language is "we've always done it this way."



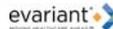
In the universe of

PATIENT EXPERIENCE



And in the life of a

HEALTHCARE MARKETER

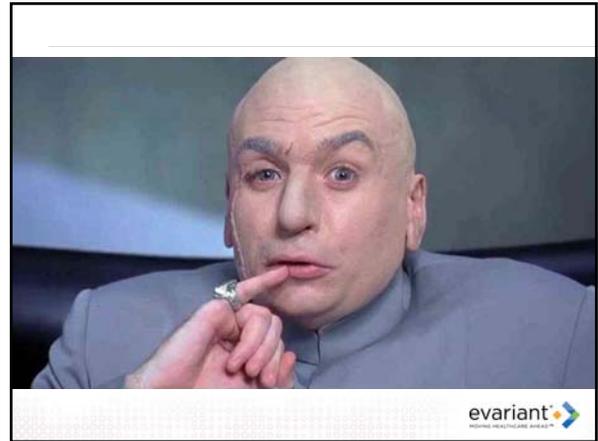
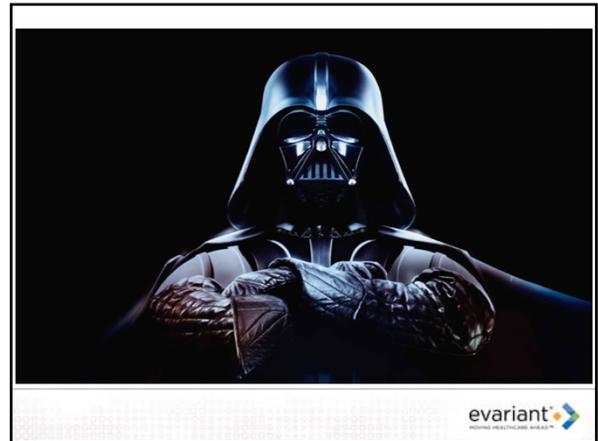


Make no mistake

BIG DATA IS EVIL

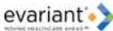


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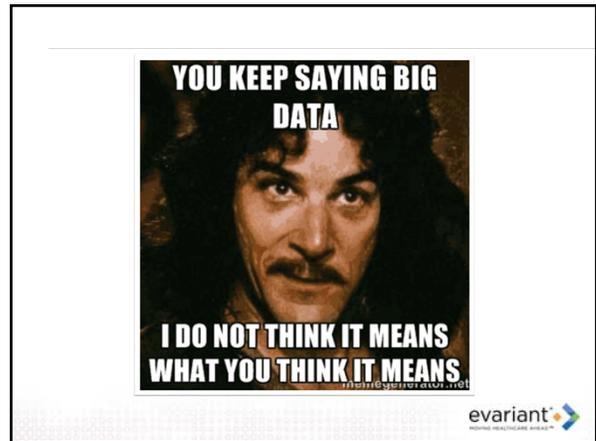
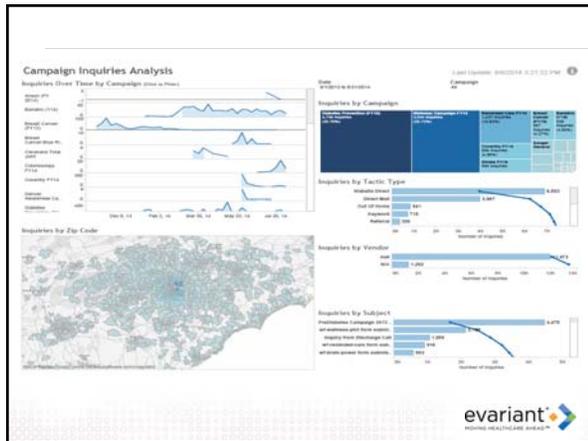
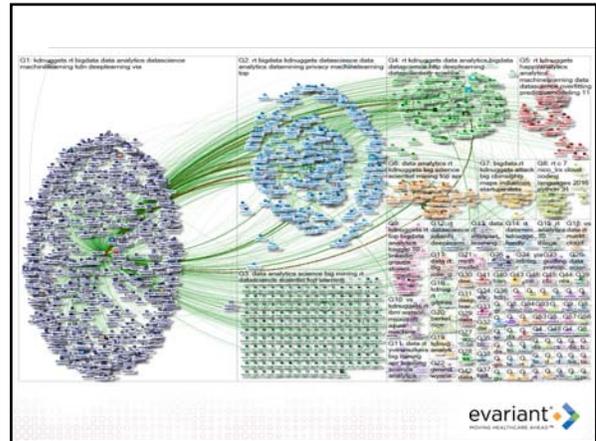
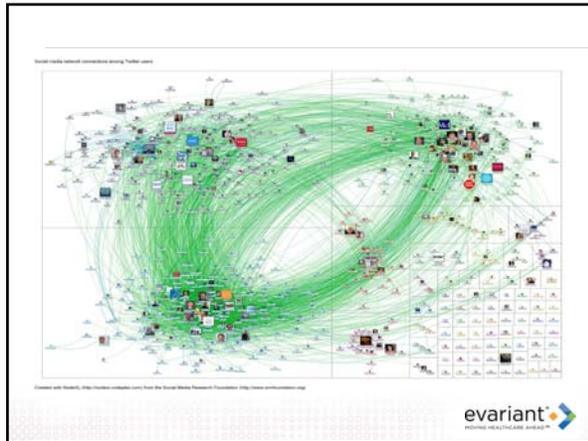


Have you ever

EVEN SEEN IT?



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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

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Old school marketers

EVADE IT

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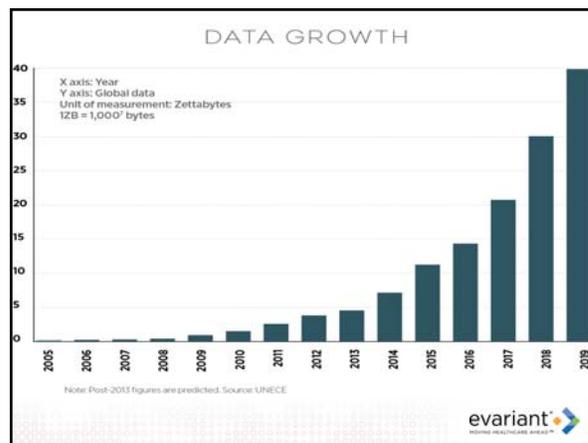
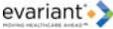
New age marketers
LOATHE IT



IT staffers
GET IT



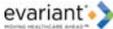
Buuuuut...
CAN'T APPLY IT

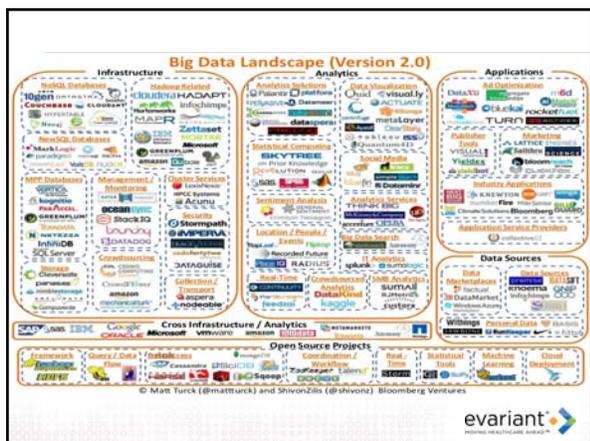
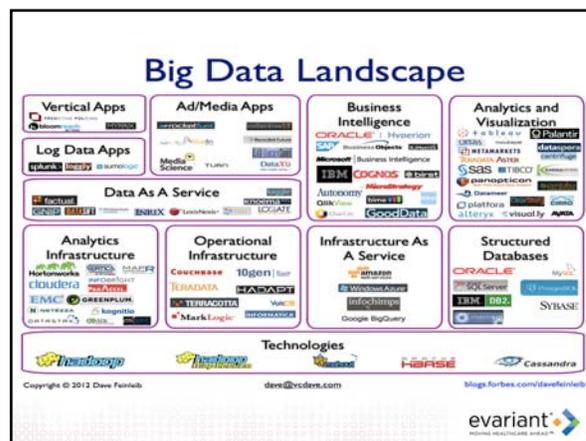
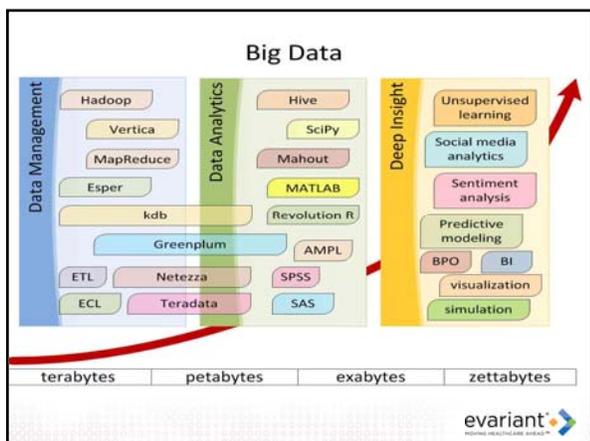


Everyday business and consumer life creates **2.5 quintillion** bytes of data per day.



90% of data in the world today has been created in the last two years alone.





In short...

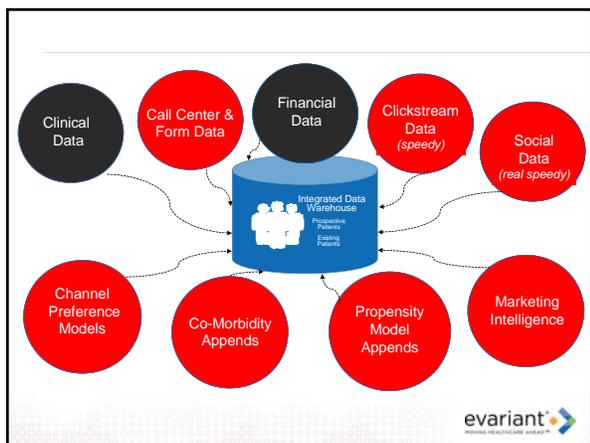
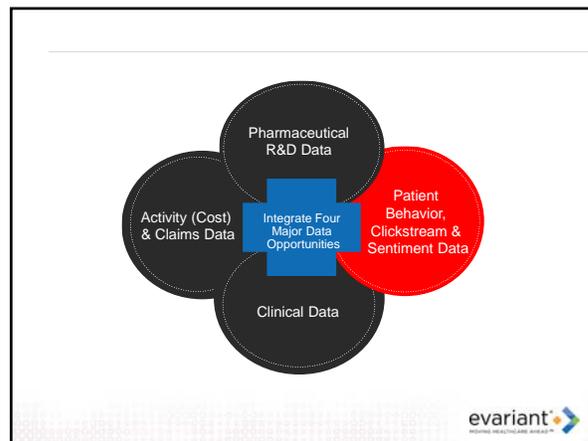
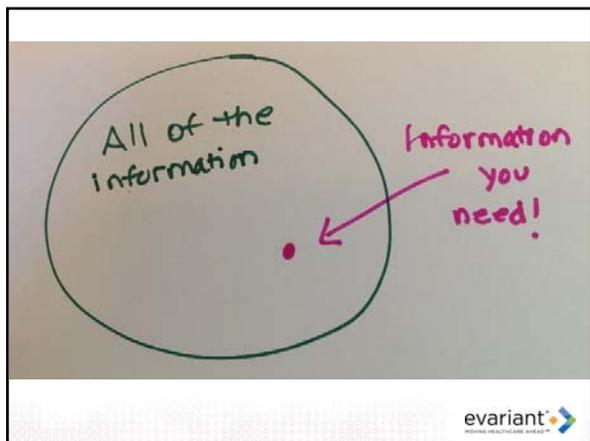
WE'RE SCREWED

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OR ARE WE?

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SO WHAT'S THE PROBLEM?

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Well, it's not a lack of patient

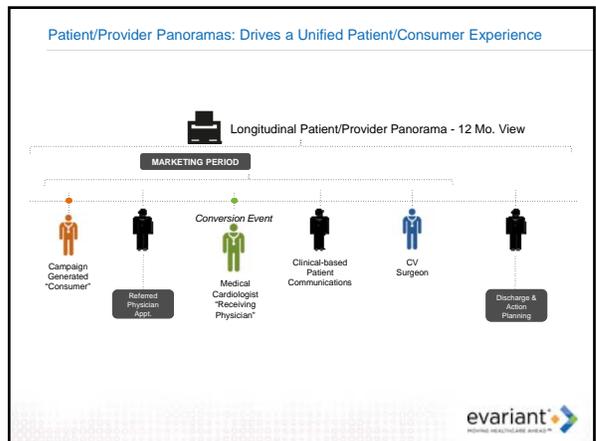
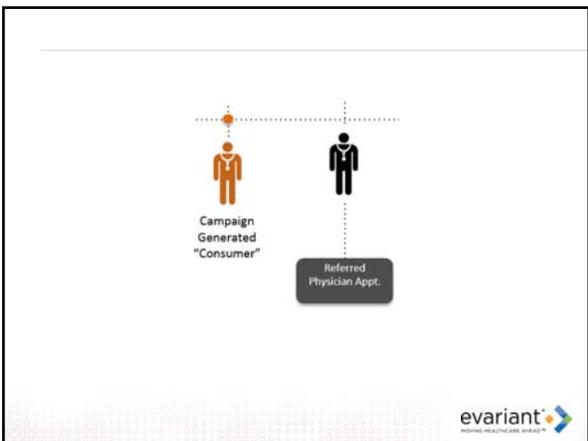
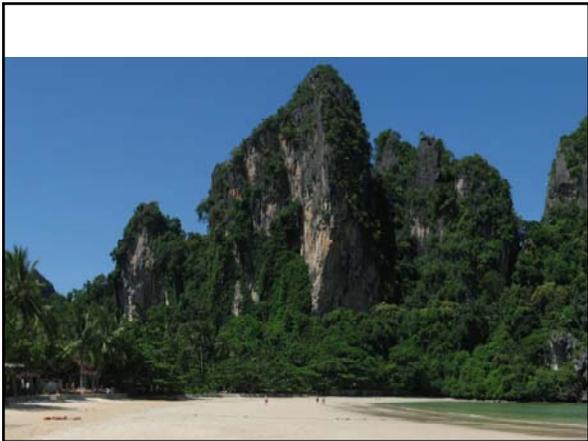
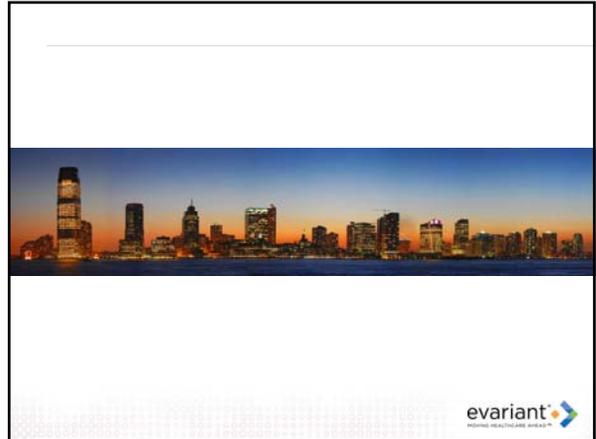
EXPERIENCE DATA

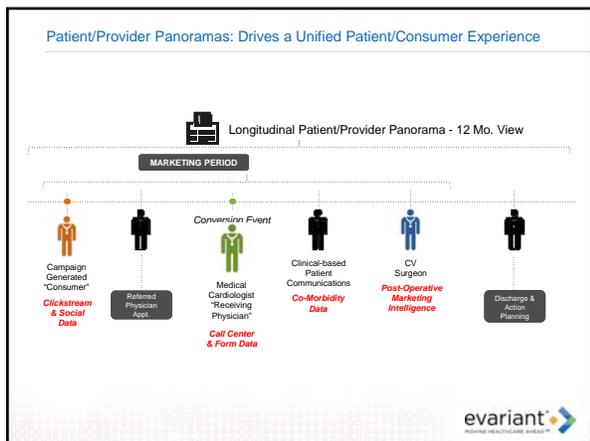
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It's a lack of patient

PANORAMA DATA

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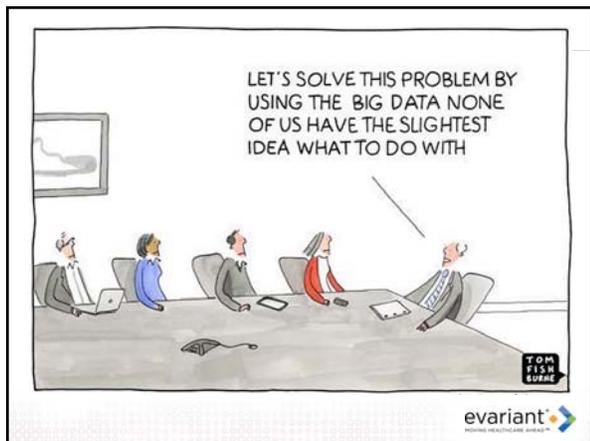




Campaign Growth Based on Data

	Phase I October 2011 – January 2012	Phase II June – August 2012	Phase III January – May 2013	Phase IV (SPUR) October – November 2013	Phase V April – June 2014
Landing page visits	3,935	6,742	14,385	3,221	3,098
Respondents per week (total)	6.75 (81)	14.8 (148)	19 (361)	25.8 (129)	28 est. (300)
Cost Per Acquisition Respondents	\$370	\$270	\$200	\$182	\$121 est.

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Big Data is evil due to

**VOLUME
VELOCITY
VARIETY**

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And this scares the (you know what) out of

HEALTH MARKETERS

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They feel that data

CONTROLS THEM

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They feel that data is
NOT PRACTICAL



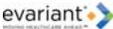
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They need
COURAGE



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They need
CONFIDENCE

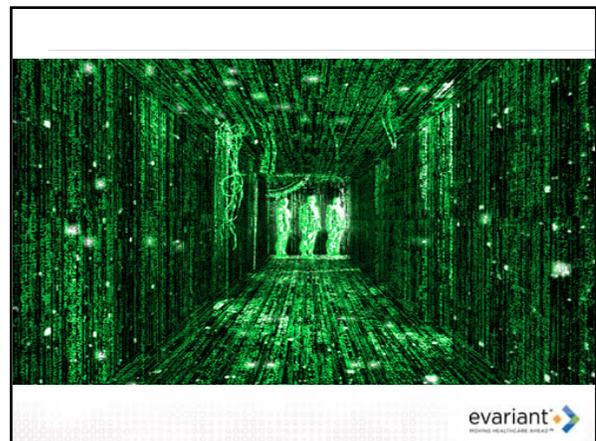
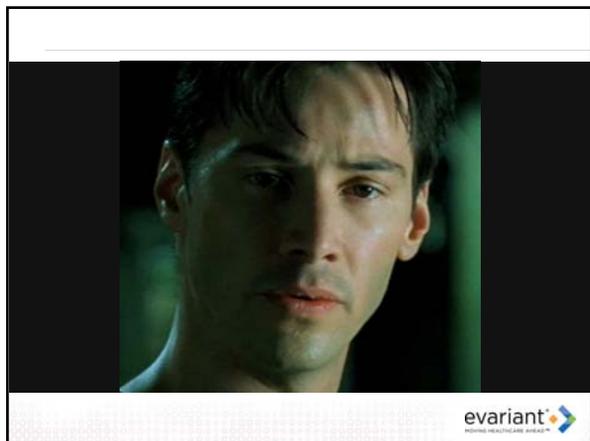


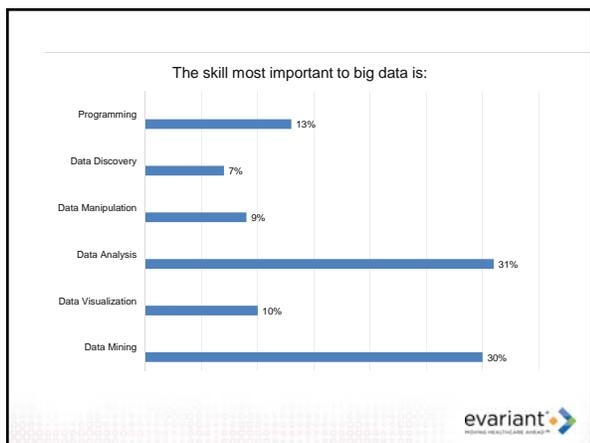
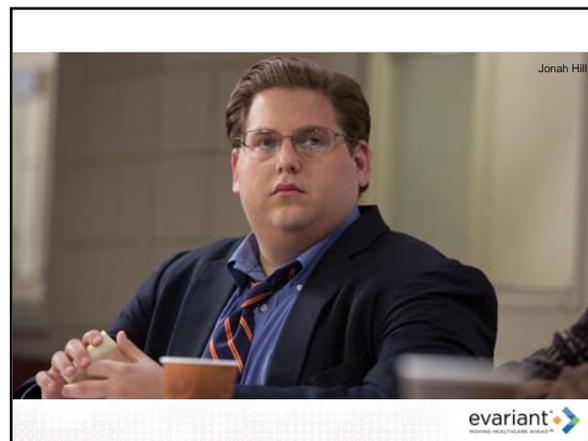
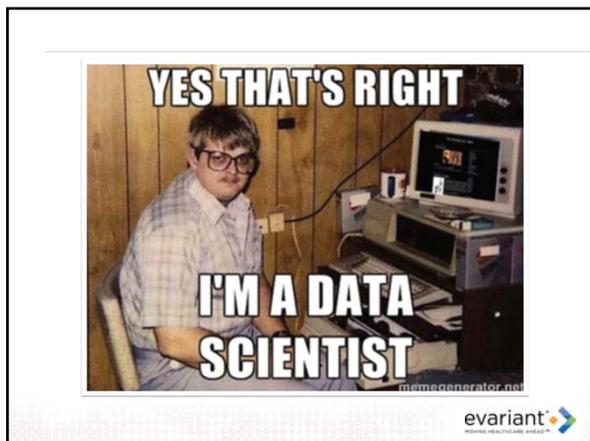
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They need
A HERO



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Healthcare marketing used to be

STRATEGY

BRAND

CREATIVE

The evariant logo is in the bottom right corner.

Now it's

DATA

INSIGHTS

STRATEGY

The evariant logo is in the bottom right corner.

Data is the

NEW CREATIVE

The evariant logo is in the bottom right corner.

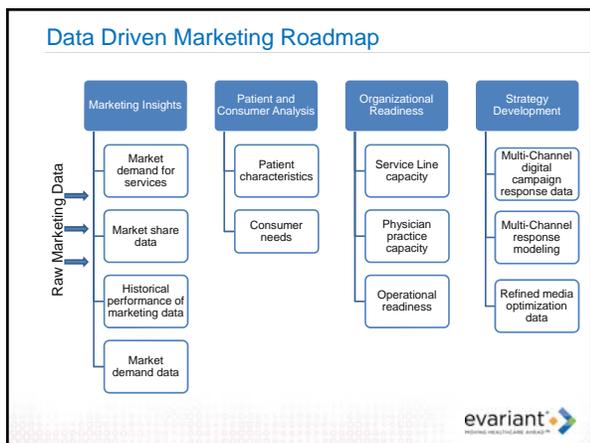
And so we come

FULL CIRCLE

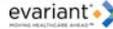


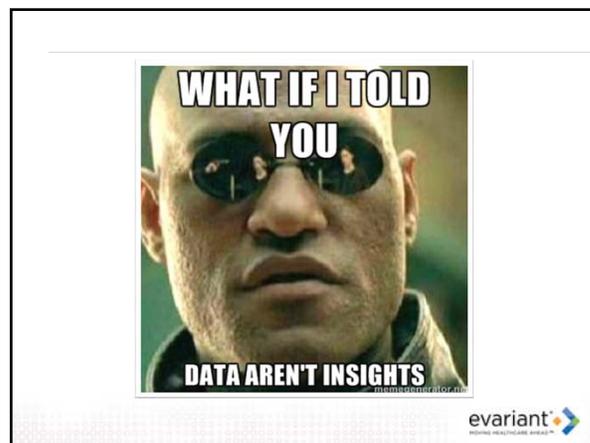
How does Big Data become

PRACTICAL DATA

Service Line	Web Leads	Call Leads	Total Leads	Day	Web Leads	Call leads
Proton	44	97	141	Sunday	12	4
GI	8	3	12	Monday	9	33
Lung	4	1	5	Tuesday	9	22
Prostate	6	19	25	Wednesday	12	21
				Thursday	15	30
				Friday	15	18
				Saturday	12	2
Tactic	Web Leads	Call Leads	Total Leads	Head & Neck	% of click	% of Imps
Google	54	29.86	83.86	Thyroid	29%	16%
Bing	5	0	5	Tongue	14%	6%
Display	0	18	1	Mouth	12%	26%
GI	% of click	% of Imps		Oral	11%	23%
Liver	43%	60%		Lip	8%	4%
Colon	27%	18%				
Pancreas	13%	9%				
Stomach	6%	2%				







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

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

Web Lead types	Call Lead Types	Device Type	Top Web Days	Top Call Days
<ul style="list-style-type: none"> • 2 branded • 10 location • 9 GI • 8 Prostate • 7 Head & Neck • 4 Lung 	<ul style="list-style-type: none"> • 97 Proton • 3 GI • 1 Lung • 19 Prostate • 4 Head & Neck 	<ul style="list-style-type: none"> • 66% Desktop • 13% Tablet • 21% Mobile 	<ul style="list-style-type: none"> • Weds • Thursday • Friday • Saturday • Sunday 	<ul style="list-style-type: none"> • Monday • Tuesday • Weds • Thursday • Friday
Top 5 Keywords		Top Search Queries		
<ul style="list-style-type: none"> • XXXXX +Proton Therapy • +Proton therapy • Tumor +prostate • +cancer thyroid • +proton Radiation 		<ul style="list-style-type: none"> • Prostate Cancer • Thyroid Cancer • Stages of Prostate Cancer • What is Lymphoma • Lymphoma cancer • Brain cancer 		
Top Geos (outside Market)		Top Geos (within Market)		
<ul style="list-style-type: none"> • XXXX (calls & web) • XXXX (calls & web) • XXXX (web) 		<ul style="list-style-type: none"> • XXXX (calls & web) • XXXX (calls) • XXXX (calls) • XXXX (web) 		



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.

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Example Strategy

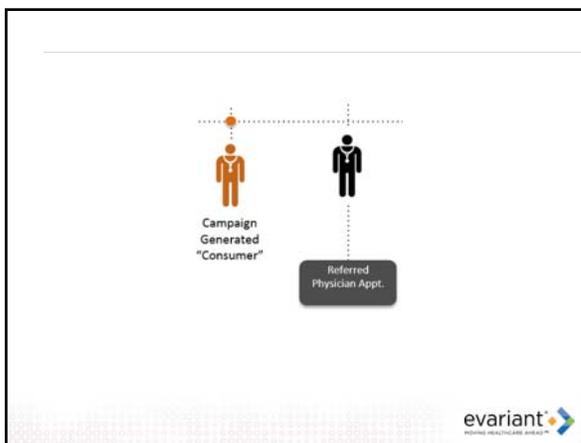
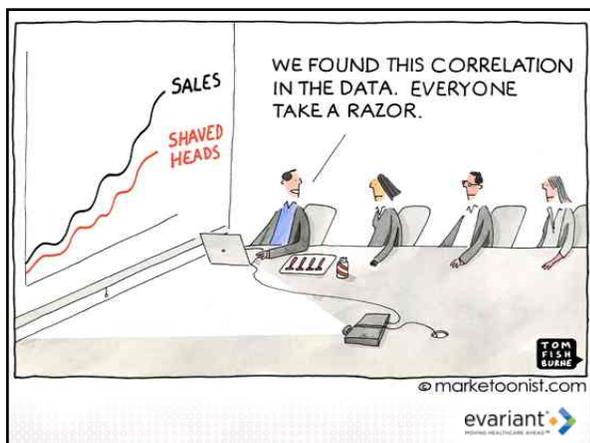
- Data indicates that clinical diagnosis specific context is wasted in Example as traffic "outside" of Proton is very weak.
 - Suggest stronger focus on Proton as a technology and less clinical targeting.
 - Could mean a new talk track for Example in phase 2 as we have yet to see strong modality specific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

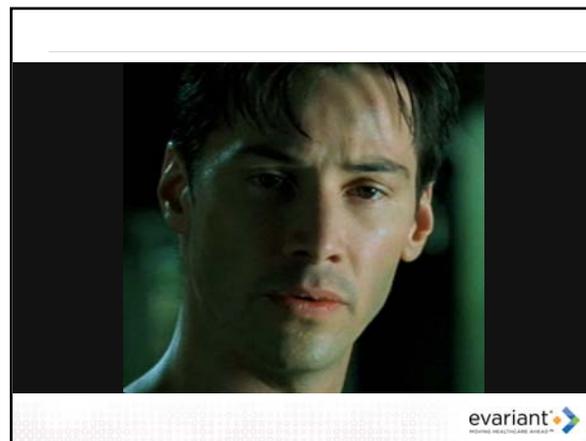
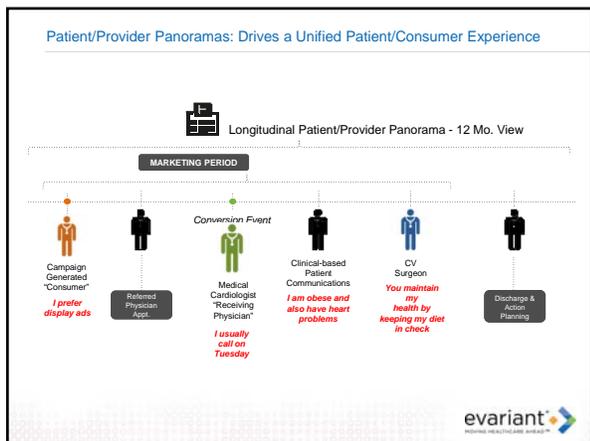
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Example Strategy

- 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.

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Today's Presenter

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