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

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VP, Client Solutions
Evariant

In the universe of
PATIENT EXPERIENCE

And in the life of a
HEALTHCARE MARKETER
Make no mistake

BIG DATA IS EVIL

Have you ever

EVEN SEEN IT?
Old school marketers

EVADE IT

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

YOU KEEP SAYING BIG DATA
I DO NOT THINK IT MEANS WHAT YOU THINK IT MEANS
New age marketers
LOATHE IT

IT staffers
GET IT

Buuuuuuut...
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.
WE'RE SCREWED

In short...

WE’RE SCREWED

OR ARE WE?

SEE, I TOLD YOU THAT BIG DATA WAS TOO SCARY
Well, it's not a lack of patient

**EXPERIENCE DATA**
Conversion Event
Campaign
Generated
"Consumer"
"Receiving
Physician"
Clinical-based
Patient
Communications
CV
Surgeon
MARKETING PERIOD
MARKETING PERIOD
Longitudinal Patient/Provider Panorama - 12 Mo. View
Referred
Physician
Appt.
Discharge &
Action
Planning
Patient/Provider Panoramas: Drives a Unified Patient/Consumer Experience
Patient/Provider Panoramas: Drives a Unified Patient/Consumer Experience

Longitudinal Patient/Provider Panorama - 12 Mo. View

Conversion Event

Campaign

Control

Cardiologist

Receiving Physician

Clinical-based Patient Communications

CV Surgeon

MARKETING PERIOD

MARKETING PERIOD

Longitudinal Patient/Provider Panorama - 12 Mo. View

Referred Physician Appt.

Discharge & Action Planning

Referred Physician Appt.

Discharge & Action Planning

Patient/Provider Panoramas: Drives a Unified Patient/Consumer Experience

Call Center 

& Form Data

Post-Operative Marketing Intelligence

& Social Data

Co-Morbidity Data

Campaign Growth Based on Data

Phase I

October 2011 – January 2012

Phase II

June – August 2012

Phase III

January – May 2013

Phase IV

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

14.8

19

25.8

28 est.

Cost Per Acquisition Respondents

$370

$270

$200

$182

$121 est.

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**
The skill most important to big data is:

- Programming: 13%
- Data Discovery: 7%
- Data Manipulation: 9%
- Data Analysis: 9%
- Data Visualization: 15%
- Data Mining: 9%

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
- Patient and Consumer Analysis
  - Patient characteristics
  - Consumer needs
- Market demand data

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

Raw Marketing Data

<table>
<thead>
<tr>
<th>Service Line</th>
<th>Web Leads</th>
<th>Call Leads</th>
<th>Total Leads</th>
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<tbody>
<tr>
<td>Precision</td>
<td>44</td>
<td>97</td>
<td>141</td>
</tr>
<tr>
<td>GI</td>
<td>8</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Lung</td>
<td>4</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Prostate</td>
<td>6</td>
<td>19</td>
<td>28</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Day</th>
<th>Web Leads</th>
<th>Call Leads</th>
<th>Total Leads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>12</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Monday</td>
<td>6</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td>9</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td>12</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td>16</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>Friday</td>
<td>15</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Saturday</td>
<td>12</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hold &amp; Neck</th>
<th>% of click</th>
<th>% of traf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Throat</td>
<td>30%</td>
<td>76%</td>
</tr>
<tr>
<td>Tongue</td>
<td>14%</td>
<td>6%</td>
</tr>
<tr>
<td>Mouth</td>
<td>32%</td>
<td>24%</td>
</tr>
<tr>
<td>Oral</td>
<td>13%</td>
<td>23%</td>
</tr>
<tr>
<td>Lip</td>
<td>8%</td>
<td>0%</td>
</tr>
</tbody>
</table>

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

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)
  - Brain (2%) of search traffic
  - Brain Cancer (1% of search traffic)

Web Lead Types | Call Lead Types | Device Type | Top Web Days | Top Call Days | Top Geos (within Market) | Top Geos (outside Market)
--- | --- | --- | --- | --- | --- | ---
2 branded | 10 Location | 97% Desktop | Weds | Thurs | XXX | XXXX
9 GI | 3 Lung | 27% Mobile | Thursday | Friday | XXXX | XXXX
8 Prostate | 1 Lung | | Saturday | Sunday | XXXX | XXXX
7 Head & Neck | 19 Prostate | | Monday | Tuesday | XXXX | XXXX
4 Lung | 4 Head & Neck | | Wednesday | Thursday | XXXX | XXXX

Top Keywords | Top Search Queries
--- | ---
Prostate Cancer | Proton therapy
Thyroid Cancer | Lymphoma therapy
Brain Cancer | Lymphoma
Cancer

Top Geos (within Market)
- XXX (calls & web)
- XXXX (calls & web)
- XXX (calls & web)

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

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.
Patient/Provider Panoramas: Drives a Unified Patient/Consumer Experience

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MARKETING PERIOD
MARKETING PERIOD
Longitudinal Patient/Provider Panorama - 12 Mo. View

Referred
Physician
Appt.
Referred
Physician
Appt.
Discharge &
Action
Discharge &
Action

I usually
call on
Tuesday
You maintain
my
health by
keeping my
diet
in check
I prefer
display ads
I am obese and
also have heart
problems

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