



Unlock the Power of Personalization: 5 Steps to Building a Modern Content Supply Chain in Healthcare

Tom Swanson, Head of Health & Life Sciences Strategy and Marketing, Adobe
Ashley Aglubat, Director of Healthcare Programs, LeapPoint



Agenda

- Explore the driving forces (and challenges) of personalization
- Review the five crucial elements of a high-functioning content supply chain
- Share inspiring stories from leading healthcare organizations that are modernizing their approach resulting in greater efficiency and ROI, all while keeping the focus on human care and connection

Learning Objectives

1. Understand the 5 key pillars that make up a high functioning content supply chain and how they can help you meet increasing demands for personalized patient journeys
2. Discover strategies for enhancing operational efficiency and crafting highly personalized communications that allow patients to feel empowered and that their experiences are tailored to them as an individual
3. Learn critical integration points that can optimize the impact and ROI of your marketing tools

Digital Trends in 2024

1



DIGITAL-FIRST CUSTOMERS EXPLODING

Higher than normal growth in digital customers (70% YoY) and higher levels of customer churn (35% YoY) than pre-pandemic

2



CX LEADERS DOMINATE

“Leaders” in Customer Experiences are growing 71% faster than those companies considered to have an “average” CX in their respective sectors

3



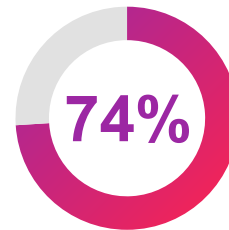
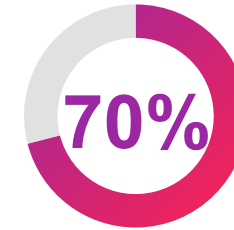
KNOW ME & GIVE ME WHAT I WANT

Personalization (85%), video (76%), and real-time experiences (68%) drive increased revenue and customer loyalty when compared to traditional or in-person experiences

Today's Healthcare Consumers Demand Personalization

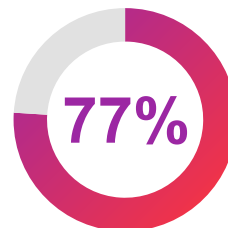
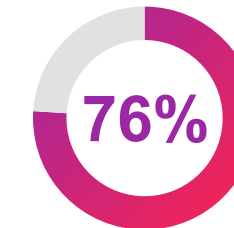


Healthcare consumers expect retail-like, personalized digital experiences¹



Demand online self-service opportunities managing prescriptions, claims, and appointments²

Consumers perceive outcomes are better when they feel more engaged in their care³



Consumers are willing to change providers or go outside plan network to find a better digital experience⁴

1. Guidehouse Consumer Trends 2023
2. Adobe Digital Trends Experience Index 2023-2024, EConsultancy
3. The Value of Getting Personalization Right– or Wrong – is Multiplying, McKinsey & Company, Nov. 2023
4. Harris Poll Consumer Experience Study, ChangeHealthcare, July 2023

What Makes Marketing in Health Care Different?

Health is arguably the most valuable commodity. Without it, it becomes more difficult to become fully immersed in the rest of life's experiences.

We are talking about the most sensitive and vulnerable moments of a person's life.

Health is highly personal, and this makes personalized experiences that much more impactful. But **the stakes are much higher.**

If we get it wrong, it's more negatively impactful to the customer's perception of our brands.

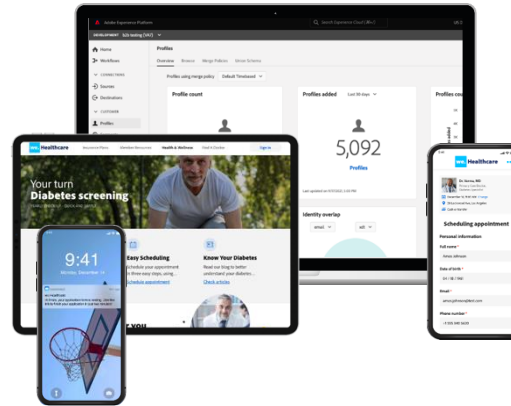


Personalized Experiences Require 3 Key Elements

Deliver intelligent, contextual and relevant one-to-one experiences in real-time at every meaningful touchpoint in the health journey.



**Data Management
& Activation**



**Content Supply
Chain**



**Omnichannel
Journeys**

Foundational AI & Automation



The Challenge Continues to Be Fragmented Data, Content, Systems, and Teams



Images generated using Adobe Firefly

Marketers are Struggling to Scale Content



Under pressure to accelerate content to market



Creative teams are at capacity



Lack budget for agency support

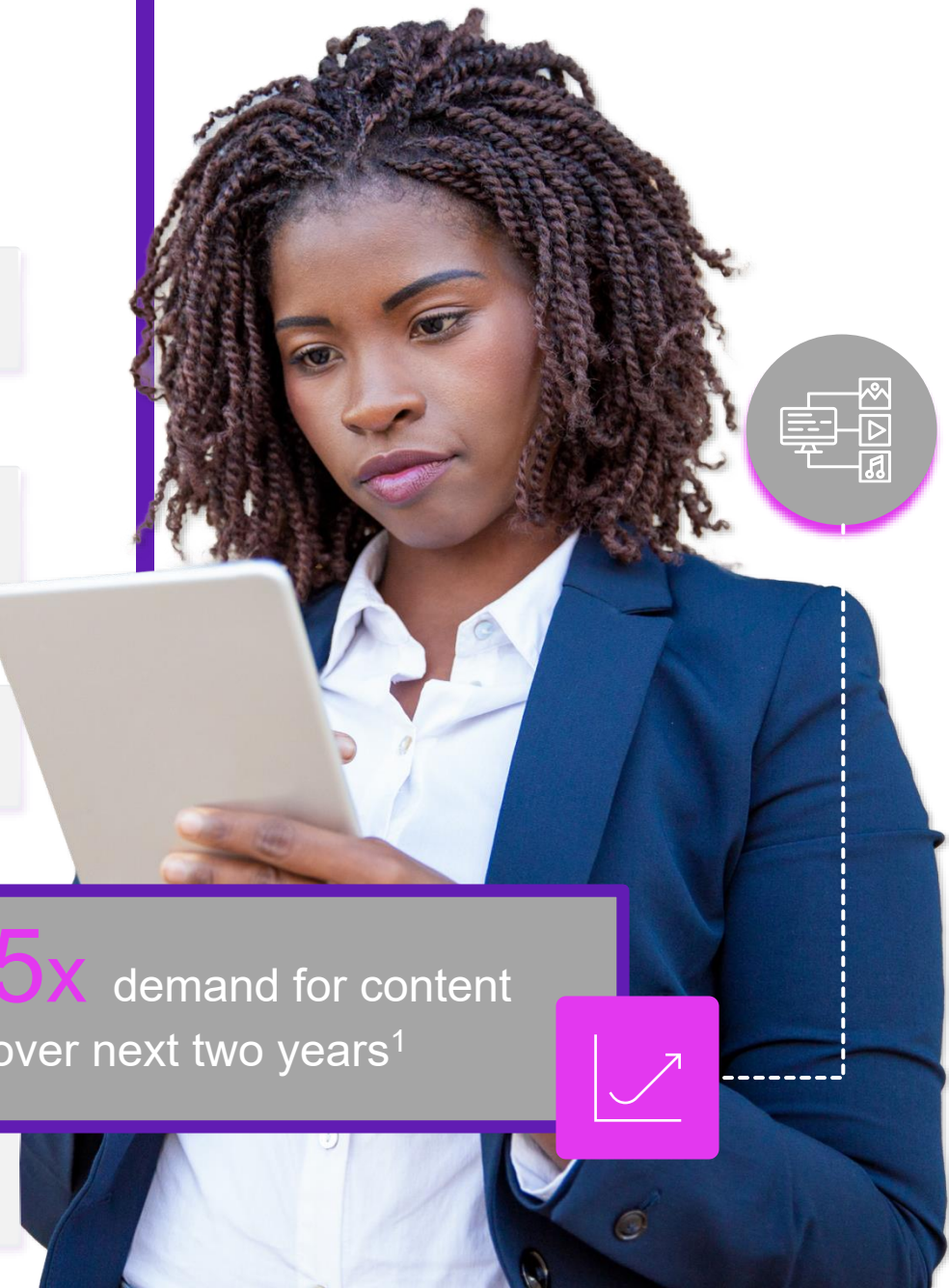


Inability to access approved assets & stay on brand

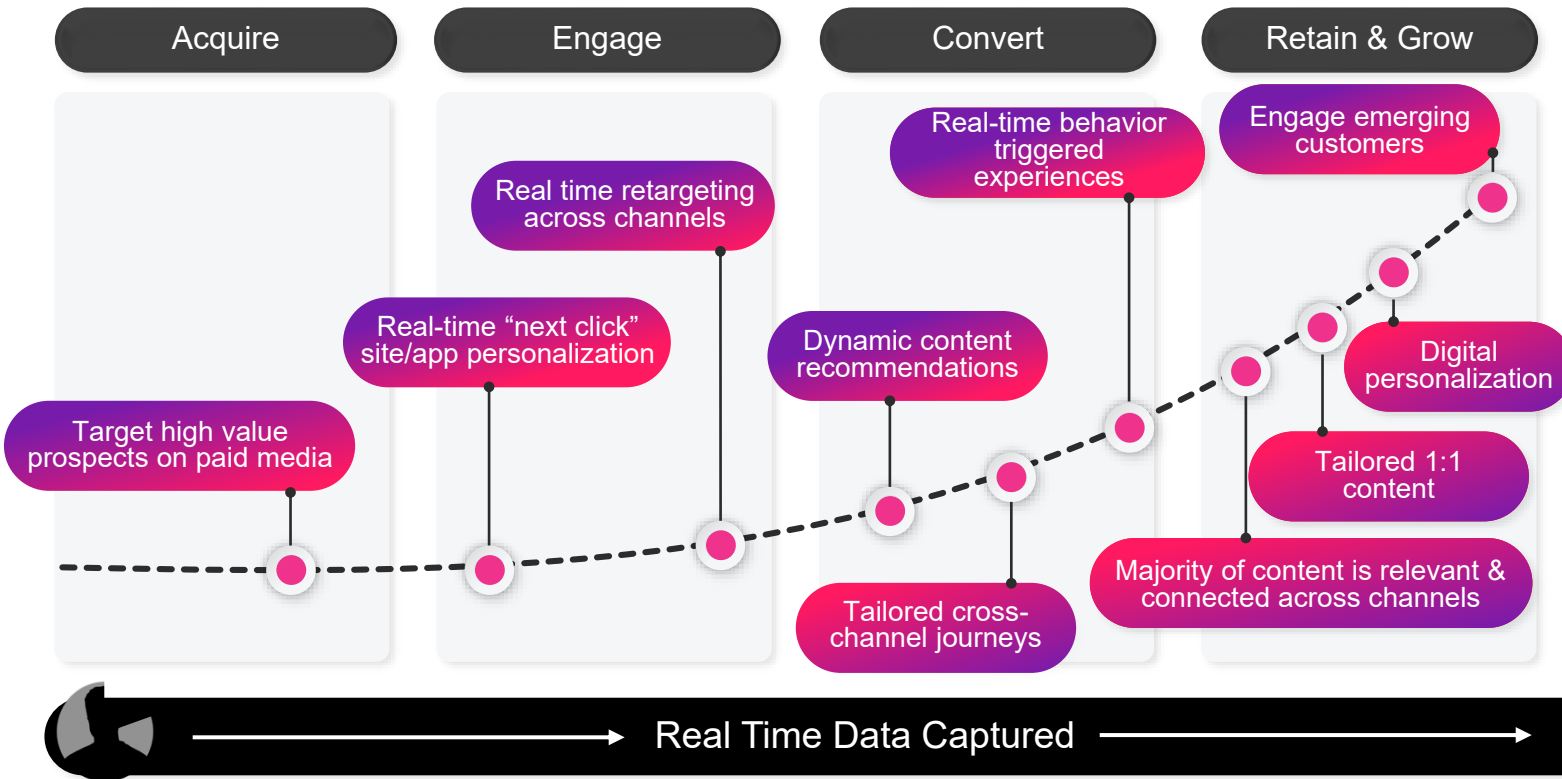


Creation process is complex and silo-ed across teams and tools

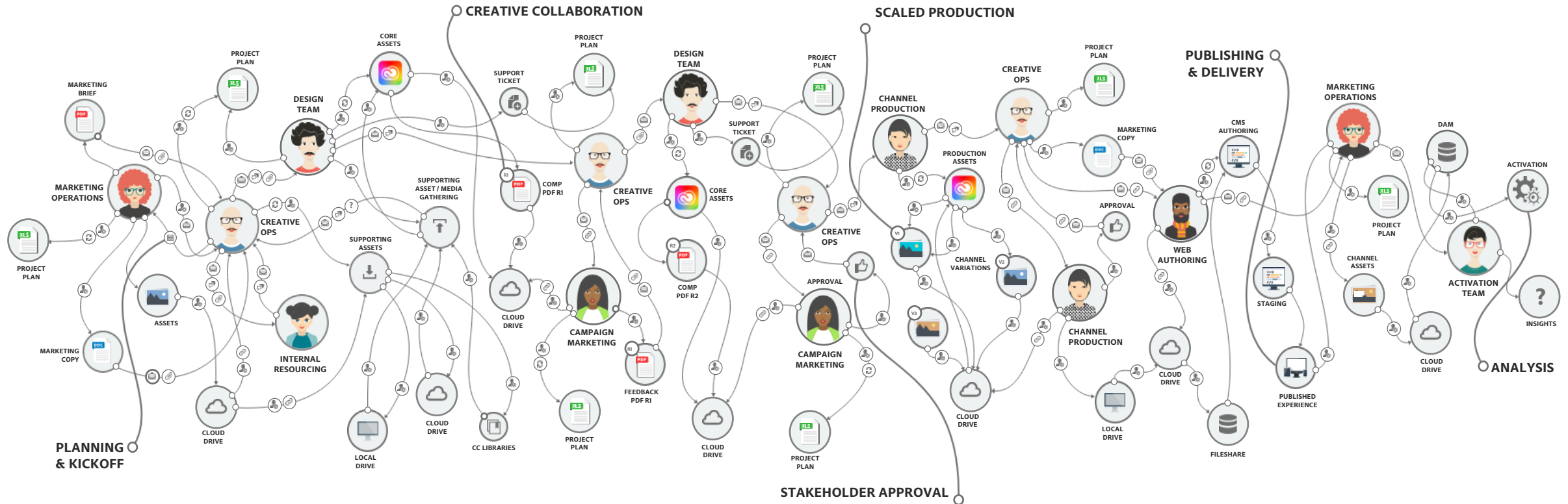
5x demand for content
over next two years¹



Relevant & Personalized Experiences Require A LOT of Data



A Broken Content Supply Chain Will Limit Your Ability to Execute



Key challenges



Low adherence to brand standards



Time-consuming review and approvals



Regulatory / legal compliance risk

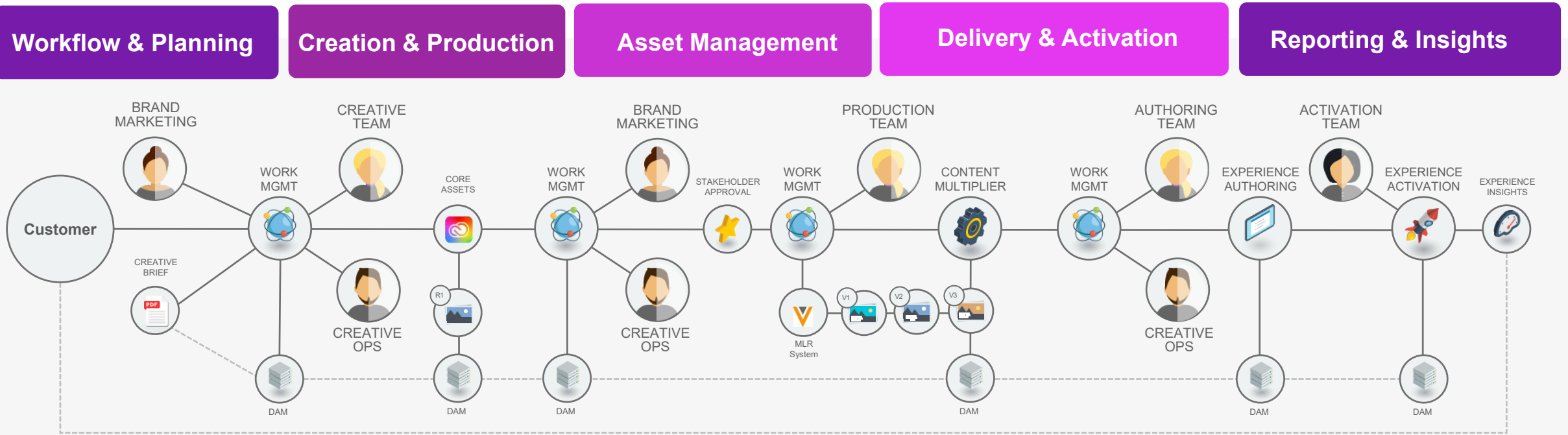


Inability to find and re-use assets



Limited insights on performance and ROI

A Unified Content Supply Chain will Allow You to Scale



Unlocking Your Content Supply Chain

A Detailed Look at the Five Key Pillars



Pillar 1: Workflow & Planning

A powerful **system of record** is the heartbeat of any content supply chain.



80% of large enterprises consider end-to-end visibility across projects a challenge.

88% of employees rely on email, to-do lists, or other ad hoc methods to manage work.

Facilitate end-to-end visibility

Provide a holistic view of all content-related projects and campaigns

Accelerate review & approvals

Enable connected, streamlined and auditable review & approval process embedded in teams' tools of choice

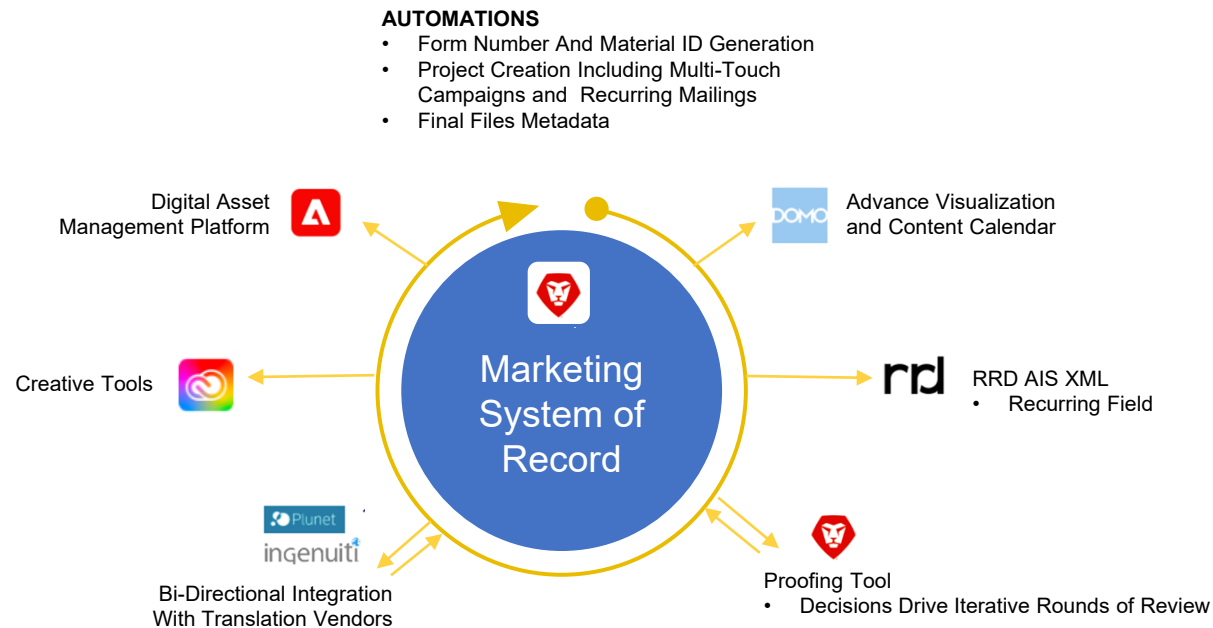
Automate end-to-end processes

Leverage process automation to simplify execution and handoffs across marketing and creative teams

Real-World Story: A Leading Healthcare Payor

The Challenges

- Centralizing projects to achieve better visibility and decision-making
- Bringing product ideas, creative work, and content to market faster and more efficiently
- Improving resource utilization while delivering quality service to requestors
- Governing compliance workflows and automating the work processes that ensure regulatory, brand, legal, and corporate compliance



The Results

- **327 worker hours saved in the first 90 days**
- **32% increase** in completed marketing projects YoY
- **53% increase** in the marketing assets reviewed and approved in the system from 2021 to 2022
- 39 scenarios to support marketing process workflow automations
- **3 integrations** with vendor systems for translation and printing services

Pillar 2: Creation & Production

Creative teams are drowning in mundane, repetitive tasks when they should be focusing on crafting innovative experiences.



9/10

respondents either 'strongly' or 'somewhat' agree they produce different types of content across entirely different workflows

80%

Gartner predicts that by 2026, 80% of advanced creative roles will be tasked with harnessing generative AI (GenAI) to achieve differentiated results.

Boost creative production

From concept to final asset in a fraction of the time with generative AI

Scale asset variations

Produce multiple asset versions in bulk for every experience

Reuse and localize content

Get to market faster by empowering marketers to adapt approved assets to local markets

Scale brand-specific content

Train Gen AI models with your own campaigns, objects and brand styles to power on-brand content generation

Generative AI Carries Important Business Risks

Will our organization be protected from legal and copyright risks?

How do we ensure data privacy, IP and security?

How quickly can I find the right data science specialists?

How do we navigate issues around model bias and AI ethics?

How will my teams maintain brand and creative control?



Real-World Story: A Healthcare Non-Profit

The Challenges

- Protect brand standards without creating bottlenecks or discouraging organizational engagement in brand expertise
- Absolute assurance that high risk content will receive the required reviews before it is published
- Reviewers need visibility to each other's feedback for the most comprehensive review

Solutions

- Content generation can happen throughout the organization with the proper safeguards
- Content is routed by type and audience to assure it receives the right approvals
 - High risk content is flagged for more extensive focus
 - Low risk content can be published with appropriate peer review
- Review types can happen concurrently and collaboratively

Pillar 3:

Asset Management

Creating content is only one side of the coin.

Your **assets also need to be findable, usable, and reusable** in real-time and across channels.

3 to 6 weeks

The average amount of people working in marketing reported spending searching for pictures, videos and other digital files per year.¹



Find, share, and distribute assets faster

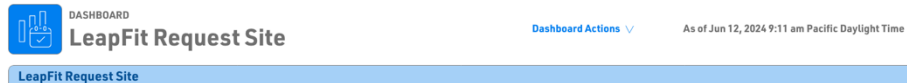
Manage and govern assets to ensure brand and legal compliance

Automate asset tagging to reduce manual work

Real-World Story: A Healthcare Non-Profit

The Challenges

- Duplicate requests for materials are costing us time and effort
- We need to promote re-use of existing assets
- The data structure describing our library, needs to support our organizational efficiency and consistency



New Campaign Request

Please provide a title for your request *

Is this a new request? * Is this related to a previous request? *

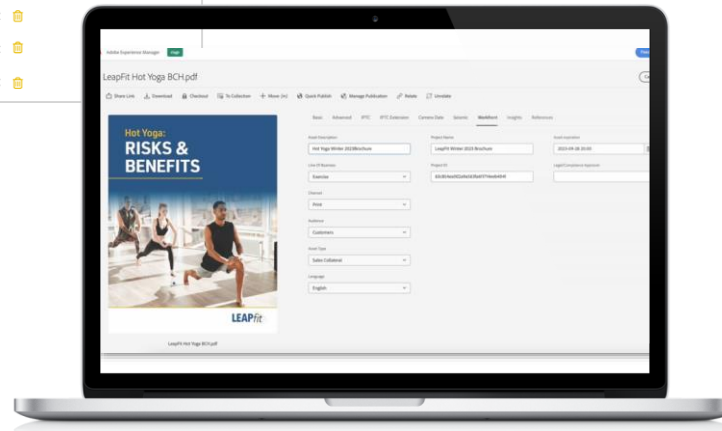
+ Choose Reference Files

- 1. Test Document 1.docx
- 2. Test Document 2.docx
- 3. Test Document 3.docx

+ Choose Review Files

- 1. Test Document 1.docx
- 2. Test Document 2.docx
- 3. Test Document 3.docx

Submit Save as Draft



Example for Illustrative Purposes Only

The Results

- **100% of final file nomenclature is guaranteed** through automation
- Metadata collected throughout the production efforts in the operational system of record **travels to the DAM automatically**
- DAM folder structure and file routing promote **organized, accessible assets**

Pillar 4: Delivery & Activation

Creating great content is step one.

To get powerful experiences in market, that content needs to get in front of **the right audience** via the **right channel in real-time**.



Accelerate experience creation

Rapidly create, test, update site experiences via integrated authoring tools

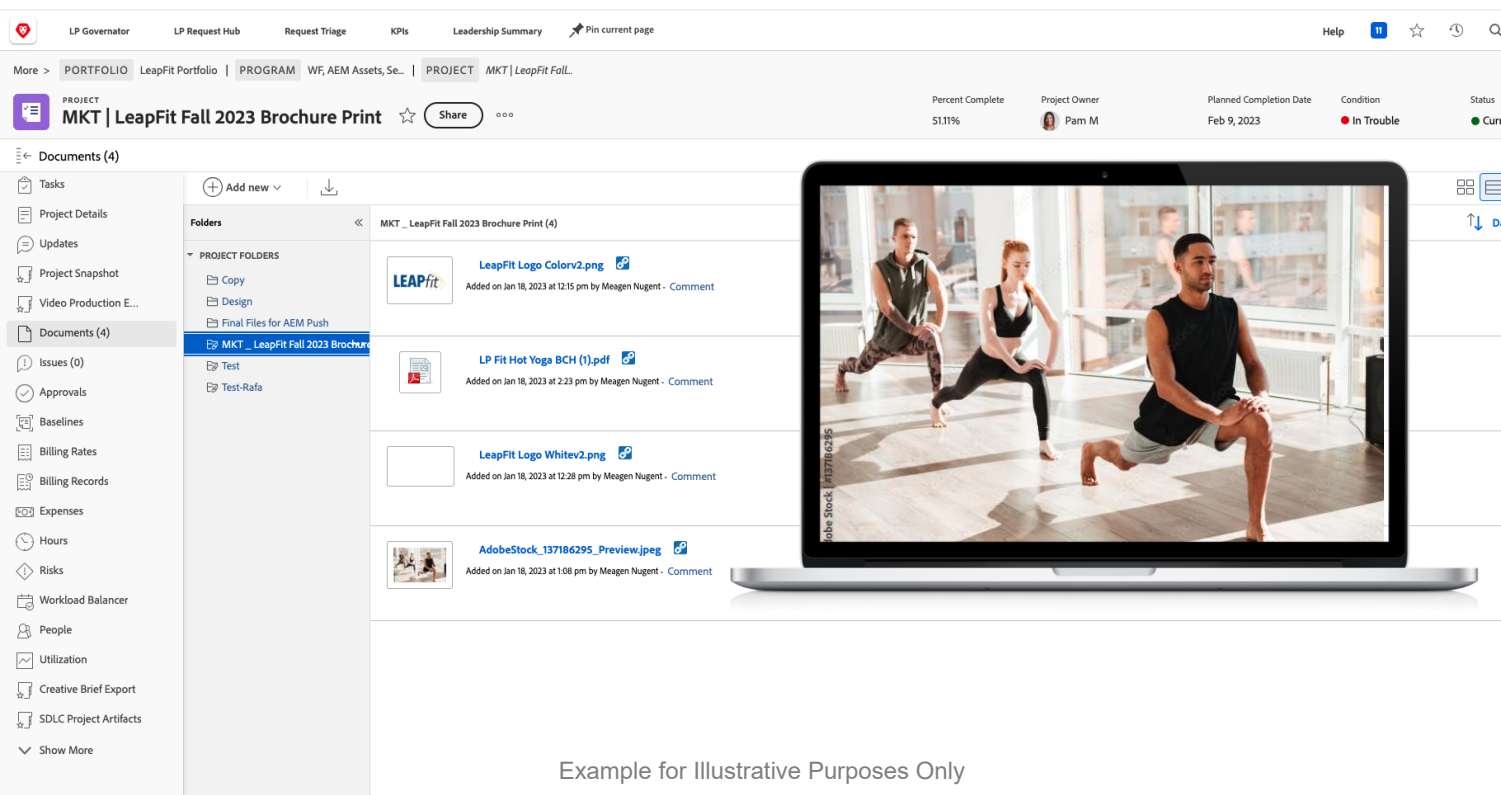
Instantly generate and test marketing copy

Seamlessly write, test, and modify variations of marketing copy

Real-World Story: A Major Pharma Company

The Challenges

- Enhancement needed to support both local and global collaboration
- Assets need to be broken down to components to create the right customization options
- Smart tagging of all items in the DAM is imperative
- Review step needs to be built into automated push to publication



Example for Illustrative Purposes Only

The Results

- Metadata granularity achieved to support align customer insights with AI intervention
- Infrastructure for global visibility and collaboration established
- 75% faster overall content creation
- 50% reduction in manual burden across the content supply chain

Pillar 5: Reporting & Insights

Without a clear view of content performance, healthcare organizations miss opportunities, and marketing efforts fall flat.



Measure content performance

Analyze content performance to feed insights and drive higher content ROI

Bringing it All Together to Create a Seamless Patient Experience



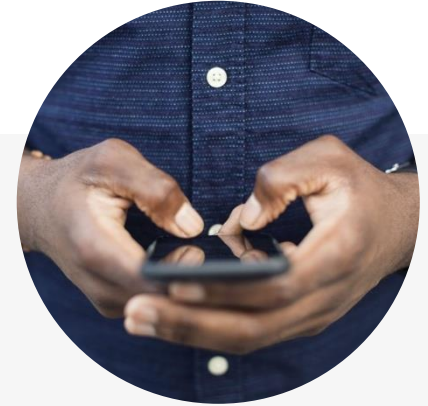
**Immediate, Broad-based
Burst Messaging**



**Scheduled, Audience-based
Omnichannel Campaigns**



**Business Event-based
Triggered Interactions**



**User-led 1:1 Real-time
Triggered Interactions**

Entire Customer Base

Audience / Segment

Individual



Omnichannel Orchestration



Real-Time Engagement



Intelligent Decisioning



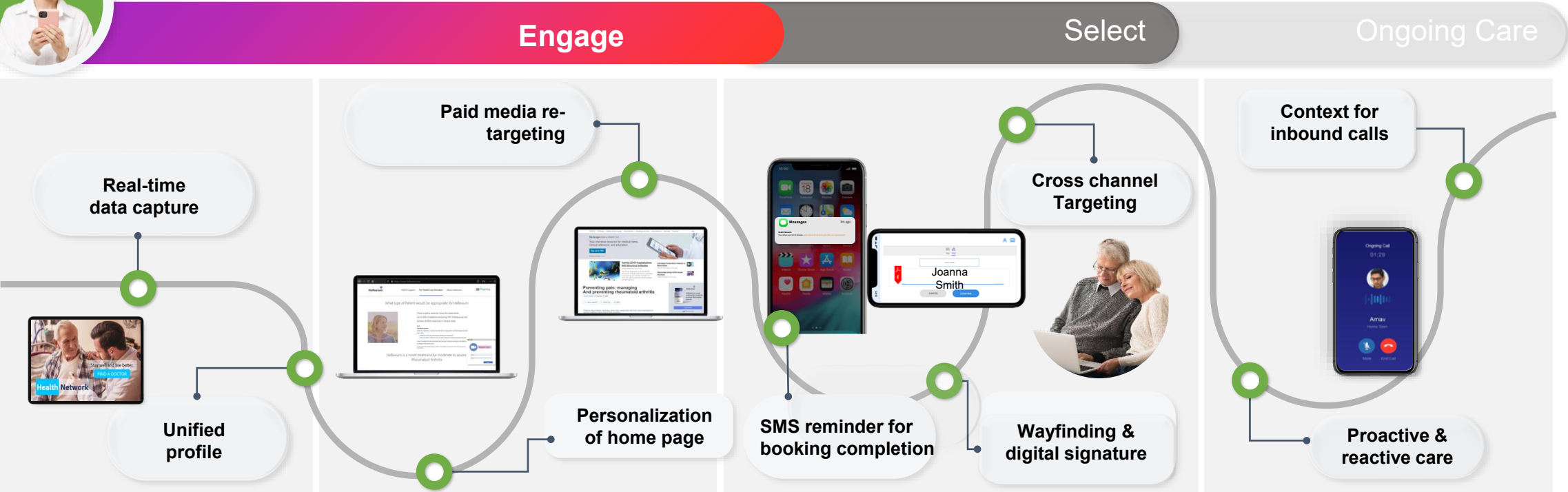
**Experimentation &
Conversion Optimization**

Example: Personalized Patient Journey



Joanna

Looking for a new provider for her health needs



Purpose built to create segments and activate them across channels in real-time

Streaming data capture and unified profile	Next best experience	Journey orchestration and intelligence	Identify friction points to optimize the moments that matter most
Improve Marketing ROI	Increased Conversion	Increased Revenue	Improved Outcomes (perceived)

Achievable Results



Reduced content creation time from 80 days to <20 days

Projected \$90M in annual savings from content reuse



50% reduction in marketing effort, 75% faster content creation, & MLR cycle cut in half

Projected \$230M+ in annual cost savings



Reduced content production cycles by 20%

Projected \$100M+ in annual cost savings



\$1M+ in cost savings in first 6 months

50% increase in speed-to-market

Three Key Take-Aways

1. Health care consumers are demanding personalization. But personalization requires **unified data, content, systems, and teams**. Falling short in one of these key areas can result in the inability to deliver personalization at scale.
2. Your Content Supply Chain should bring together your people, processes, *and* your technology to return on your desired business outcomes.
3. Don't be overwhelmed. Even starting *small* can have a BIG impact.

Strategic Partnership: Accelerating Impact for Industry Leading Organizations





Questions?

Please be sure to complete the session evaluation on the mobile app!

Speaker Bio: Ashley Aglubat



Ashley Aglubat, MHS

Director of Healthcare Programs, LeapPoint

aaglubat@leapoint.com



As the Director of Healthcare Programs at LeapPoint, Ashley Aglubat is dedicated to helping organizations seamlessly connect their people, processes, and technology to drive improved outcomes. Known for her data-driven, resourceful leadership, Ashley has guided teams through complex structural and IT organizational changes, using her deep insights to tailor thoughtful approaches for each unique challenge. Ashley holds certificates in medical terminology, medical interpretation, and patient advocacy, and she has earned a Lean for Healthcare certification from the Armstrong Institute for Patient Safety and Quality. Additionally, she is a trained cultural competency facilitator and Workfront certified. Her extensive background in resource management at a large academic health care institution along with her specialized training enable her to deliver exceptional results and nurture relationships, ensuring the highest quality of service for LeapPoint's healthcare clients.

Speaker Bio: Tom Swanson



Tom Swanson

Head of Health & Life Sciences Strategy and Marketing, Adobe

tswanson@adobe.com



Tom brings decades of experience in the healthcare and life sciences industry to Adobe, as well as extensive experience in managing digital transformation in a highly regulated marketplace. Tom's role in Adobe's DX team includes providing the Adobe point of view in healthcare and life sciences, providing thought leadership on ways to transform the customer experience in healthcare, as well as positioning Adobe to play a leadership role in redefining how each of us engage our personal healthcare ecosystems. Tom has been a keynote speaker, expert panelist, and faculty presenter at numerous healthcare conferences and events.