Solutions that Create Patients for Life

David Roth, VP of Product Marketing
Meet your speaker

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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™

- High-value service line growth
- Improving provider network utilization and planning
- Extending patient lifetime value

**Find.**  **Guide.**  **Keep.**  **Find.**  **Guide.**  **Keep.**  **Find.**
Leading health systems across segments use the Evariant Patients for Life Platform™
The Battle for the Consumer is ON
The Battle for Acquiring the Consumer is ON

Competition from Other Providers

Digital Consumerism (80%)

New Front Doors
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
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

Mass marketing

Lack of precision targeting

No visibility to results
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
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

Lack of volume and referral visibility

Difficulty prioritizing outreach

Lack defined ROI
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

- INCREASING RETENTION: 5%
- INCREASES PROFITS: 25-35%

Superior Patient Experience Generates 50% Higher Financial Performance


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

- **Government Pay** has increased 100%.
- **Margins on Government Pay** are **-10%**.
- **Hospitals Lose Money on Government Pay**.
- **Hospitals Make Money on Commercial Pay**.

**49%** of all US healthcare payments is government pay.

**+10%** margins on commercial pay.
Creating Patients for Life
Evariant’s Patients for Life Platform™ Makes the Consumer Experience Integrated and Personal

- **Actionable Intelligence**: Predictive analytics and machine learning
- **Data and Integration**: Integrated consumer, patient, physician and claims data
- **Customer Success Services**: ROI consulting, patient journey mapping, and tenured healthcare expertise

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

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

**Guide**
John’s info automatically populates and a “Weekend Warrior” persona is displayed for Susan

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

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

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

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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

- Market Analysis
- List Building
- Multi-Channel Campaigns
- Marketing Automation
- Event Management
- Campaign Optimization
- Marketing ROI
- Tech Stack Integration

HCRM
High-Yielding Growth Machine

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

Multi-channel execution
Precision marketing
Real-time optimization
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

- Track Campaigns
- Register for Events
- Provide Referrals
- Schedule Appointments
- Post Discharge Calls
- Reminded Care
- Outbound Follow-up
- Capture Feedback

360° Caller Profile
Smarter Growth

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

Highly-personalized interactions

Multi-purpose calls

Proactive agents
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

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

Accurate provider insight
Improved liaison effectiveness
Measureable results
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
- 11:1 ROI
- 61% Commercial payer mix
- 2,000+ Digital campaigns executed
- 48% Conversion rates
- 9B Claims
- 5B+ Digital interactions
Q&A + Contact Information

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