

POINT OF VIEW



Healthcare marketing  
with human impact

It may be stating the obvious to say that patients are people first – human beings who just happen to find themselves in physically and emotionally vulnerable circumstances. In an age of endless information available at our fingertips, delivering the right message at the right time in the way each individual may need and want it is the challenge facing many healthcare industry marketers. It is not obvious or common that provider marketing technologies are built with those basic human factors in mind.

To successfully promote patient engagement healthcare marketing tools must connect with patients humanely as unique individuals while also being efficient in supporting broad marketing touches. Marketing technology must create a more human, intimate experience inside and outside healthcare provider organizations. The new infrastructure of intelligent healthcare enterprises is now turning these lofty objectives into real results.

*Becoming a patient challenges your identity. Your humanity. So, the opportunity lies in...ensuring that our patients feel like human beings. Not an iPatient. Not a bed #. Not a disease.*

-“Capturing the Patient Voice: The Digital Experience Must Also Be a Human (e)Experience,” NEJM Catalyst, November 21, 2017



## Marketing to healthcare humans

People in the healthcare system have been conditioned by the likes of Amazon, Apple, Starbucks, Disney, Zappos and other masters of customer experience design and delivery to expect highly individualized marketing and superior service performance. They carry these same expectations into their encounters with healthcare providers. The patients (humans) seeking healthcare services have been conditioned to demand:

**Participation** – Healthcare consumerism is no longer a trend – it is a fact. Patients expect to participate more directly in seeking and evaluating their care options. Like it or not, they want to be an empowered part of the dialogue, decision and scheduling processes related to their well-being rather than simply being silent, compliant followers of doctor's orders. Their desire to participate begins even before they have directly engaged with a provider which means that healthcare marketing should anticipate the need for an easy, person-to-person interaction earlier in the patient relationship process.

**Personalization** – Consumers expect that their preferences and priorities are understood and respected by their provider and if that doesn't happen, the communication gates are likely to slam shut. This means that healthcare marketers need to become more capable of managing the context, timing, and channels of messaging to patients. Giving them a choice, rather than guessing, about these messaging options is now de rigueur in other marketing realms and so it should be the same in healthcare marketing.

**Proactivity** – Prevention or early intervention is the ultimate objective because better outcomes at lower cost are achieved. But making this shift is difficult when stuck in delivery models of the past. Not only are processes lagging in healthcare but the infrastructure and tools typically available don't support a proactive and preventative approach. The true transformation in healthcare will be achieved through proactive and relevant engagement with people on an individual basis.

**Privacy** – Consumers have an acute awareness of digital privacy breaches and their concerns extend to their healthcare information. Addressing these concerns is another human-centered requirement that healthcare marketing must manage.

## Supporting healthcare marketers and clinicians

What's expected of healthcare marketers grows daily, from attracting and nurturing patient relationships to ensuring positive experiences for patients, physicians and payers – before, during and after care. Yet, the process of acquiring and retaining patients is becoming increasingly difficult. The pressure to optimize performance and demonstrate ROI is matched only by the inability to do so. It makes the possibility of marketing departments becoming truly proactive engagers of patients seem even more remote.

In addition to rising patient expectations, today's hospitals and health systems face heavy competition:

- Retailer pharmacies and clinics offer more complete and convenient services than ever before.
- Telehealth services are booming - creating lower cost, easy access alternatives and increasing the need for marketers and clinicians to reflect great "websites", in addition to bedside, manner.
- Consumers are self-managing their care through online tools like WebMD.
- Patients are switching healthcare providers in greater numbers than ever before due not only to shifts in health insurance but also due to poor experiences.

## Human impact means improving individual outcomes

Marketing – communicated with consistency, clarity and empathy - can have a significant impact on healthcare outcomes. Patient education, disease prevention and early intervention all have a direct correlation to cost of care, which is why major healthcare providers are starting to embrace marketing more fully. Healthcare provider marketing is increasingly seen as an invaluable component of the care giving continuum.

## What most healthcare Providers already know

Healthcare providers are not standing idly by. They realize that in order to provide the marketing and patient experiences that patients have come to expect, they need to treat, or even disrupt, themselves first. A [nationwide poll](#) by Ernst and Young released in 2018 found that 91 percent of participating health-related companies have or are planning to undertake a technology adoption initiative in the next 12 months. Seventy percent cite improving patient experience as a key factor driving the initiative and 59 percent cite improving customer relationships.

## How to accelerate human-centered, insight-based provider marketing

Just as there are moments that matter most in a patient experience, there are defining moments along any healthcare provider's marketing capabilities journey. Now is one of those moments. The current confluence of seamless scalability (through the cloud platforms), of simpler systems and data synchronization (through integrated enterprise solutions like Dynamics 365) and of smarter personalization and context-appropriate communications (through Artificial Intelligence and Machine Learning) are just a few of the convergences that make right now a decisive moment of marketing truth. You have a choice: leave your marketing technology alone or make only minor tweaks to you and run the risk of falling behind on attracting and engaging with patients or embrace the moment and become a human-center, insight-based marketer.

Avanade recognizes the critical moment is now and in response we are introducing an accelerator for healthcare marketers: Avanade's **Intelligent Marketing & Engagement for Providers**.

We pair [Microsoft's Dynamics 365](#) - running on Microsoft's secure Azure cloud platform and with Dynamics ERP and CRM inherently integrated in one solution –with Avanade's insight marketing skills and Accenture's health industry knowledge to provide an infrastructure that works to improve patient engagement success. Avanade's accelerator leverages the Microsoft Dynamics 365 Healthcare Accelerator and Dynamics 365's extensive productivity suite to make it out-of-the-box simple for healthcare organizations to better coordinate care, segment patients and providers based on multiple sources of data (including EHR data) and manage the care continuum of all patients. It helps providers engage, retain and partner with patients across all of their healthcare needs, not just "this episode," and through their preferred communication channel and frequency. In addition, we use Power BI, Azure Machine Learning and Adobe to complement and enhance our end-to-end solution and to address the broader challenges of engagement and organizational strategic alignment.

*Like any other vertical, the biggest opportunity lies in connecting these isolated pieces of “marketing and advertising technology” with the traditional healthcare IT systems to form the most connected technology ecosystem that puts the human at the center.*

- Scott Brinker, Editor at chiefmartec.com

## Avanade’s intelligent marketing and engagement for providers

### Benefits

- Deliver on-target, on-time, journey-based interactions: We can equip your healthcare organization with a scalable digital marketing platform linked to the patient data nerve center of your organization, enabling your team to deliver individualized messages to the right audiences at any stage of the patient journey.
- Gain continuous insight into key patient segments and craft compelling messaging for individuals within each segment.
- Better prepare patients for their initial and ongoing encounters with the provider and its practitioners.
- Revise and refine campaign content in order to improve impact.
- Deliver compelling and highly personalized experiences that boost satisfaction, enhance treatment plan compliance and improve patient outcomes.
- Drive growth by attracting new patients and making brand advocates.
- Turn patient data into marketing insights that transform engagement, experiences and outcomes.
- Gain actionable intelligence that enable healthcare marketing teams to optimize campaigns, physician utilization, and call center operations with closed loop reporting and analytics.
- Engage patients across their healthcare journey with precision marketing campaigns and advanced predictive analytics that ultimately drive high-value service line growth, extend patient lifetime value, and increase patient acquisition and retention.

### Features

#### Rich analytics using Power BI

- Population statistics/market and demand assessment.
- Health patient base overview. (demographics, conditions, ICD codes).
- Doctor capacity and efficiency analysis by location and provider and specialty.
- Location capacity overview.
- Segmentation analysis of current population of patients.
- Linkage to ERP/financial and operations systems to measure financial implications.
- Post event dashboard/results.

#### Smarter automation using Azure machine learning model

- Machine learning models (one with clinical data, one with just demographics).
- Segmentation model – clustering on current patient population.

#### Insight marketing using Adobe marketing tools

- Campaign journey management with automated touchpoints and template for creating disease or event specific journeys.
- Find-A-Doctor search capability using Coveo
- Tracking of person through Universal ID from the first touchpoint to converted patient
- Marketing automation and easy creation of email campaigns, landing pages and more.

#### Patient engagement management using Dynamics 365 CRM

- Event registration BOT.
- Event intake questionnaire.
- Event registration activity.
- Building of the lead, then prospect-to-patient profile.
- Find-A-Doctor Dynamics portal with layman term search capability to get a match to the correct doctor.
- Request an appointment BOT.
- Consumer/patient facing portal for health assessment results and appointment requests .
- Live chat with an agent (using CafeX – with Co-Browse).
- Foundation for personalization and preferences, contact methods, learning styles, alerts.
- Patient care plan.
- Patient timeline overview of patient visits.

## Avanade

If you want a healthcare marketing platform that puts people first, work with a digital transformation partner that puts people first: that's Avanade.

- Avanade helps transform the healthcare experience for your healthcare professionals and patients with Microsoft Dynamics 365. Avanade's cloud-based operations, marketing, and sales solutions for healthcare providers is the vital infrastructure of the Intelligent Healthcare Enterprise.
- To succeed, healthcare marketers need the support of powerful marketing technology that easily integrates with your organization's core operations and financial systems. And, you need a digital services partner you can trust.
- As Microsoft's 2018 Alliance Partner of the Year – our 11th straight win – you can rest assured in our ability to bring the best resources to power your intelligent marketing.
- Avanade was recently positioned as a leader in The Forrester Wave™: Microsoft Dynamics 365 Services Report, a testament to the value and innovation Avanade brings to vital industries like healthcare.
- Avanade has helped some of the most successful healthcare providers and payer organizations realize results through technology. We have in-depth experience providing healthcare solutions that enhance not only patient experiences and quality of care, but also security, privacy and compliance. Because of our unique partnerships, Avanade delivers three times the benefits you might expect: Avanade intelligent enterprise processes and people combined with Accenture's deep healthcare industry expertise and insight plus Microsoft's Azure-based, Dynamics 365 technology equips healthcare enterprises with insight-driven marketing for sustainable success.
- Working with our partners Accenture and Microsoft, Avanade offers an unmatched combination of industry and technical expertise.
  - 1. Design:** We take the art of the possible, combined with strategy, innovation, and flexibility to help you create experiences neither you nor your patients have ever imagined.
  - 2. Insight:** We help you gain insights from all your data so you can know your patients deeply and personalize their interactions with your brand.
  - 3. Technology:** Our intelligent healthcare enterprise platforms free you to focus on patient experience instead of technology management, and accomplish both @scale and @speed.

## Let's talk

[Contact us](#) and let's discuss how Avanade can help you achieve healthcare marketing with human impact.



### About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries. Visit us at [www.avanade.com](http://www.avanade.com)

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