Healthcare Maturity Curve
Mar-tech Planning

Strategic Value →

Maturity →

REACTIVE
Random Acts of Marketing

- Ad-hoc campaign reporting
- Basic segmentation
- Email – batch campaigns
- Email & landing page creation
- Form & progressive profiling
- Optimize email deliverability
- Paid media acquisition campaigns
- Website visitor tracking

PREVENTATIVE
Continuous "Always On" Campaigns

- Basic email personalization
- Basic nurture campaigns
- CRM/EDW/EMR integration
- Demographic segmentation
- Email – trigger campaigns
- Engagement scoring
- Events, webinars programs
- Health risk assessments
- Insights for sales team
- Online directories & 3rd party listing management
- Social media integration

PROACTIVE
Personalized Conversations Across Channels

- Advanced email personalization
- Advanced nurturing
- Behavioral segmentation
- End-to-end reporting
- Multi-channel campaigns
- Online appointment scheduling and reminders
- Personalized landing pages
- Personalized web content
- Physician referral management (PRM)
- Program & campaigns analyzers
- Reactivation campaigns
- Revenue model attribution
- Symptom checkers and virtual triage (NPL/AI)

TRANSFORMATIVE
Lifelong Relationships Across Channels

- Advanced revenue analytics
- Call center enabled campaigns
- Interactive voice response (IVR) automation
- Lifecycle nurturing
- Lookalike ad targeting
- Mobile integration (SMS & App)
- Multi-channel predictive content
- Multiple integrated data sources
- Next best actions and machine learning models (AI)
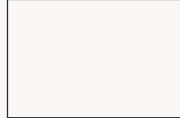- Omni-channel engagement (web, email, SMS, voice, chat)
- Predictive web content

CURRENT STATE ASSESSMENT

Reactive	of 8
Preventive	of 11
Proactive	of 13
Transformative	of 11
Total	43

FUTURE STATE ASSESSMENT

Current State
Year 1 Initiatives
Year 2 Initiatives
Year 3 Initiatives

Total   43