



PROVING YOUR VALUE: MARKETING AS A REVENUE DRIVER, NOT A COST CENTER.

The Challenge

The healthcare industry is constantly evolving, facing a multitude of challenges. Health systems are grappling with economic uncertainty, workforce shortages, rising operational costs, and declining reimbursement rates, all while striving to enhance the patient experience. These concerns weigh heavily on the minds of CEOs and leadership teams.

At the same time, consumer expectations have undergone a transformation. Patients now demand an easy, seamless, and convenient experience, from the initial point of contact to scheduling appointments. They seek the same simplicity and efficiency they have come to expect from retail interactions.

Marketing plays a pivotal role in engaging and acquiring patients in a way that meets them where they are. However, in many organizations, marketing is often seen as a cost center rather than a revenue driver.

So, how can we shift this perspective?

Monetizing CRM

As marketing departments evolve, they must be able to demonstrate that their efforts generate downstream revenue, supporting the strategic goals of the organization. Shifting from reliance on leading data metrics to quantifiable return on marketing investment is critical. This is why monetizing customer relationship management (CRM) is key.

For one LionShare client, they successfully demonstrated that the incremental return from a select group of campaigns have not only covered the cost of their CRM investment but also yielded significant profits early in the CRM system's lifecycle.



Measuring Success

So how do we prove something like this? At LionShare, every campaign begins with a clear vision of success and how it will be measured. This approach drives the overall strategy, informs resource allocation decisions, and ensures that marketing tactics align with the primary goal.

Securing the commitment of your operational and finance teams regarding the calculation of return on investment (ROI) is vital to garnering strong support for CRM. Once a consensus is reached, you can develop a concise and insightful set of core metrics for streamlined reporting.

ROI serves as a common language that enables stakeholders outside of the marketing team to understand the value of investing in marketing initiatives. This promotes transparency and accountability in decision-making and reporting.

To accurately measure ROI, having a control group is essential. This control group closely resembles the target audience but does not receive any campaign touches. By comparing their outcomes with the campaign group, you can effectively assess the impact of the campaign, measuring the lift in utilization, encounters, and ROI.

Moreover, this approach addresses the common question: "Wouldn't they have come here anyway?"



UNMATCHED **SUPPORT.** UNMISTAKABLE **SMARTS.**

EMPOWER THE POSSIBILITIES. Let's start a conversation.

+1-800-928-0712 lionsharemarketing.com info@lionsharemarketing.com

Proving Your Value

When goals and strategies are aligned, remarkable marketing achievements with measurable results become a reality. Here are a few compelling examples that not only demonstrate the outcomes but also offer insights into the strategies that drove these successes.

Introduce Yourself

Every year, one in five Americans change their residence. There are few other occurrences in a person's life when an organization can have such a large impact on physician and healthcare choices. The goal is to establish a life-long relationship at the most opportune time with individuals and families. A New Mover Program is fundamental in developing new patients for a healthcare facility, and the benefits of a robust New Mover Program are demonstrated by the following case study from a hospital system in the Midwest.

<p>Total campaign ROI: for every \$1 invested in the campaign, the system saw a return of \$34.24.</p> <p>53% of households touched through direct mail had a downstream patient encounter.</p> <p>38% were new patients to the system.</p> <p>65% of Facebook conversions had a patient encounter.</p>	MAILED	FACEBOOK
	20,476 NEW MOVERS MAILED	4,165 CLICKS
	53% (10,781) UTILIZED SERVICES	.48% (20) CONVERSION
	38% (4,145) NEW TO SYSTEM	65% (13) UTILIZED SERVICES

Find the CoxHealth Location Near You

- Cox Barton County Hospital
- Cox Medical Center Branson
- Cox Medical Center South
- Cox Monett Hospital
- Cox North Hospital
- Urgent Care Eufaula
- Urgent Care Lebanon
- Urgent Care Monett
- Urgent Care Ozark
- Urgent Care Turner Center
- Urgent Care Nixa
- Urgent Care East Battlefield

Convenient Care You Can Trust

Hello! Welcome to the Neighborhood.

417-269-INFO
coxhealth.com
CoxHealthNow Portal & App

CoxHealth Sponsored

You have a choice when it comes to health care. Whether you're new to the area or new to CoxHealth, we make it an easy one.

coxhealth.com
Claim Your Free First Aid Kit

Learn more

Visit coxhealth.com for our full clinic list. There's one near you!

Follow CoxHealth on Facebook and Twitter to stay up-to-date on health care news.

We've Got a Reputation

We know you have a choice when it comes to your health care. It's an important decision, and, whether you're new to the area or new to CoxHealth, we can help make it an easy one.

We've been serving our community since 1906. That's over 110 years of expert care in the Ozarks. We love this place, and we're proud to be a part of this community.

Today, we're the only locally owned, not-for-profit health system based in Springfield, Missouri. We serve more than 1 million people in a 23-county service area across southwest Missouri and north-central Arkansas. With over 800 primary and specialty care providers serving in more than 80 clinics and six hospitals, we're ready to care for you.

Above all, what sets us apart are our people, who are driven by our mission to improve our community's health through compassionate, quality care. Because of them, CoxHealth has been consistently recognized as a **Top 100 Integrated Health Care System** and was named several times to the U.S. **News & World Report's Best Regional Hospitals** list.

We're proud to be the health care system people choose most in the Ozarks. But don't just take our word for it. We have the numbers to back it up.*

4,252 BABIES BORN **1,575,138** CLINIC VISITS **37,764** SURGERIES PERFORMED

*Annually 2022

Save My Spot Log on to coxhealth.com/savemyspot, select the time and Urgent Care or Walk-In-Clinic location that works best for you, and wait in the comfort of your own home.

To find a new primary care physician or locate CoxHealth facilities near you, call 417-269-INFO or visit coxhealth.com, where you can also find additional care options.

Direct Mail

Keep in Touch

Monitoring the services patients utilize is crucial, but equally important is identifying the care they may be lacking. A forward-thinking Midwest health system understood the significance of this aspect and proactively targeted individuals who had sought treatment at urgent care centers or emergency rooms but did not have an active primary care provider within their healthcare network.

<p>Total campaign ROI: for every \$1 invested in the campaign, the system saw a return of \$21.53.</p> <p>10% of households that received the campaign had a primary care encounter.</p> <p>8% of individuals were new patients to the system.</p>	<p>INDIVIDUAL UTILIZATION RATE</p> <p>755%</p> <p>LIFT OVER CONTROL GROUP</p>	<p>HOUSEHOLD UTILIZATION RATE</p> <p>585%</p> <p>LIFT OVER CONTROL GROUP</p>	<p>ENCOUNTER UTILIZATION RATE</p> <p>1,066%</p> <p>LIFT OVER CONTROL GROUP</p>
---	---	--	--



It's important to find the **right doctor** for you and your family.



AdventHealth
Medical Group

And now seeing a primary care provider (PCP) is easier than ever – with many locations throughout the Kansas City metro, Ottawa and Lawrence, and many providers offering extended hours and video visits.

Having a relationship with a primary care provider can help you and your family in a number of ways:

- Lower health care costs** – your PCP will take care of you when you're sick and help you stay healthy longer by managing chronic conditions, recommending preventative screenings and monitoring your health for new issues.
- Personalized recommendations** – a PCP knows you, your medical history and lifestyle choices and will be able to provide you with personalized recommendations on how to achieve your goals and stay healthy.
- Better quality care** – your PCP knows you and your medical history, leading to better quality care.
- More convenience** – since your PCP is familiar with your medical records, you won't need to revisit your medical history or recall which specialists you've seen.
- Better outcomes** – developing a familiar, trusting relationship with a PCP over time makes it easier to open up about things that are bothering you and ultimately results in better health care outcomes.

Find the right doctor for you and your family by visiting MyHealthKC.com.

It's important to find the **right doctor** for you and your family.

And now seeing a primary care provider (PCP) is easier than ever – with many locations throughout the Kansas City metro, Ottawa and Lawrence, and many providers offering extended hours and video visits.

Find the right doctor for you and your family by visiting MyHealthKC.com →

Having a relationship with a primary care provider can help you and your family in a number of ways:

- Lower healthcare costs** – your PCP will take care of you when you're sick and help you stay healthy longer by managing chronic conditions, recommending preventative screenings and monitoring your health for new issues.
- Better quality care** – your PCP knows you and your medical history, leading to better quality care.
- More convenience** – since your PCP is familiar with your medical records, you won't need to revisit your medical history or recall which specialists you've seen.
- Personalized recommendations** – a PCP knows you, your medical history and lifestyle choices and will be able to provide you with personalized recommendations on how to achieve your goals and stay healthy.
- Better outcomes** – developing a familiar, trusting relationship with a PCP over time makes it easier to open up about things that are bothering you and ultimately results in better healthcare outcomes.

To find the primary care doctor who's right for you, visit MyHealthKC.com →



Having a Doctor is Good. Having the **Right Doctor** is Better.

There are dozens of highly-qualified primary care doctors in the AdventHealth network. Find the one who's right for you.

Just go to MyHealthKC.com, answer a few, quick questions, and we'll connect you with the doctors who best match your health and wellness needs. Learn about their education, interests and practice styles in short, informative videos. Visit MyHealthKC.com today on your desktop, laptop, smartphone, whatever.



9100 W. 74th Street
Shawnee Mission, KS 66204

NONPROFIT ORGANIZATION
US POSTAGE PAID
LIONSHARE



To find the primary care doctor who's right for you, visit MyHealthKC.com.



Direct Mail



HOME CLASSES ABOUT US

Health question? Need a doctor? Call AdventHealth NurseLine at 913-576-7777 or visit AdventHealthKC.com

AdventHealth
9100 West 74th Street - Shawnee Mission, Kansas 66204

Email

Don't Let Them Leave

Although consumers recognize the significance of preventive care, they often struggle to keep up with their routine healthcare needs. Reconnecting with these lapsed patients is as important as acquiring new patients. A notable case study from a multi-hospital system in the South demonstrates the power of their CRM system in effectively targeting primary care patients who had become inactive, successfully inspiring them to re-engage with their healthcare providers.

Total campaign ROI: for every \$1 invested in the campaign, the system saw a return of \$12.10.

15% of households touched by the campaign had a primary care encounter. Both email and direct mail drove patient encounters.

CAMPAIGN RESPONDENTS	INDIVIDUALS	HOUSEHOLDS	ENCOUNTERS	% OF PAYMENTS
RE-ENGAGED LAPSED PRIMARY CARE PATIENT	10,277	7,768	20,064	98%
NEW PRIMARY CARE PATIENT	196	187	381	2%
TOTAL	10,473	7,955	20,445	100%



Thank you for your interest in staying healthy and well. We're pleased you've requested the health screening information you requested and glad to recognize the importance of taking care of your mind and body.

We recommend seeing your primary care provider at least once a year. In person and video visits are available with virtual visits available every day until midnight. Scheduling is easy, too:

- Schedule online →
- Schedule through MyChart →
- Call (337) 470-GoMD (4663) →

Women Ages 20 to 29

- Blood pressure screening
- Depression screening
- Dental exam
- Pap smear
- Pelvic exam
- STD and HPV screening
- Tetanus booster
- Vision screening

Women Ages 30 to 39

- Blood pressure screening
- Breast exam
- Depression screening
- Dental exam
- Diabetes screening
- Lipid/cholesterol screening
- Pap smear
- Pelvic exam
- STD and HPV screening
- Thyroid stimulating hormone test
- Vision screening

WE'VE MISSED YOU

Time to gear up your healthcare.

PHYSICIAN GROUP

Our Lady of the Lake
5000 Hennessy Blvd.
Baton Rouge, LA 70808

It's time for your check-up.
We'll make it easy. And safe.

Direct Mail

Staying healthy is more convenient than ever.
As you juggle between work, family and social life, it's understandable that individual health is often postponed or neglected. So now is the time to refocus on your health.

Convenient Care—On Your Schedule

It's easier than ever to see your primary care provider.

- VIDEO VISITS**
Visit with a primary care provider from the comfort of your own home until midnight, seven days a week.
- ONLINE SCHEDULING**
Schedule an appointment at any time through your MyChart account.
- EXTENDED HOURS**
Extended hours available during the week and on weekends.
- PHONE**
Call (225) 765-5500 to request an appointment.

DID YOU KNOW?

Your personal health risks change over time? Some conditions may not have early symptoms. Staying up to date on recommended healthcare screenings for your age – even when you feel healthy – is important.

Find out what screenings are recommended for you at www.fmolhs-ls.com/primarycare.

Landing page: www.fmolhs-ls.com/primarycare

Email: automated nurture

Segment Your Results

Email and digital marketing offer a swift means to reach target audiences, yielding valuable insights that can improve the efficacy of other marketing channels and guide decision-making. The use of UTM codes allows for a clear understanding of the channels that generate engagement, while also facilitating ROI tracking for both the overall campaign and individual channels. An Eastern healthcare system embraced this knowledge and put it to the test in an omni-channel marketing campaign aimed at promoting their women’s health service line.

Total campaign ROI: for every \$1 invested in the campaign, the system saw a return of \$6.41.

689 individuals (9%) were new patients to the system. They had no prior medical encounters before a campaign touch.

80 births were directly attributed to the campaign.

RESPONSE BY CHANNEL					
CAMPAIGN GROUP	INDIVIDUALS	HOUSEHOLDS	ENCOUNTERS	% OF PAYMENTS	ROI
EMAIL	7,790	7,768	20,064	96%	2,017%
SEM	141	130	675	2%	332%
FACEBOOK	40	38	412	2%	288%



UConn Health

Comprehensive Care for Every Phase of Your Life

Choosing a gynecologist is an important – and personal – decision. At UConn Health, our trusted, highly trained experts provide compassionate care in a welcoming environment. We know you’re busy. That’s why the UConn Health Women’s Center provides the care you need to stay healthy with convenient locations in Canton, East Hartford, Farmington, Southington, and downtown Storrs.

Our services include routine screenings and evaluations, as well as treatment for a wide range of women’s health issues, such as:

- Menopause
- Contraception management including birth control pills, IUDs, and Nexplanon
- Treatment of abnormal Pap smears
- Prevention and treatment of sexually transmitted diseases
- Management of Endometriosis and Ovarian Cysts
- Adolescent care

[TAKE A VIDEO TOUR OF THE WOMEN’S CENTER AT UCONN HEALTH](#)

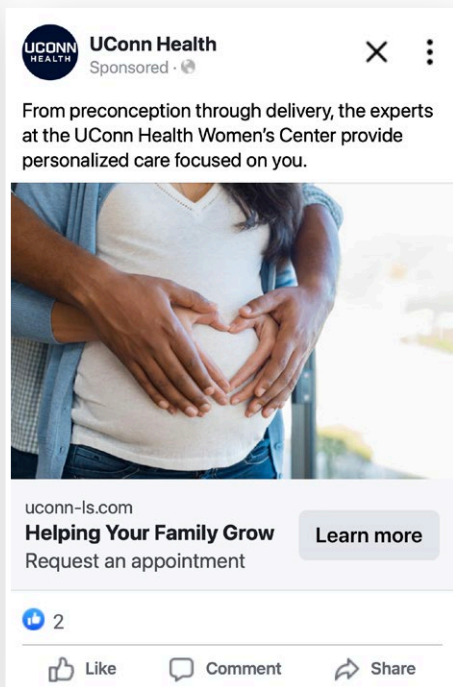
[MEET OUR TEAM](#)

[SCHEDULE AN APPOINTMENT →](#)

You can also request an appointment by phone: **1-84-GET-UConn**

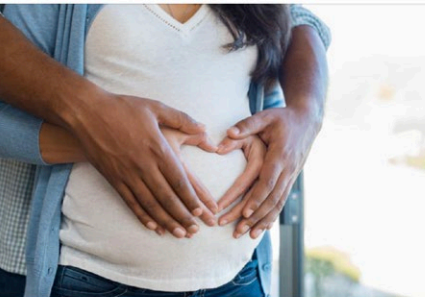
We are always focused on providing you with the highest quality care in the safest environment. UConn Health has implemented extra precautions and guidelines to maintain the highest level of safety for our patients, visitors, and employees. [View the latest information on COVID-19.](#)

[FIND A PROVIDER](#) [FIND A LOCATION](#)



UConn Health Sponsored · 🌐

From preconception through delivery, the experts at the UConn Health Women’s Center provide personalized care focused on you.



uconn-ls.com

Helping Your Family Grow

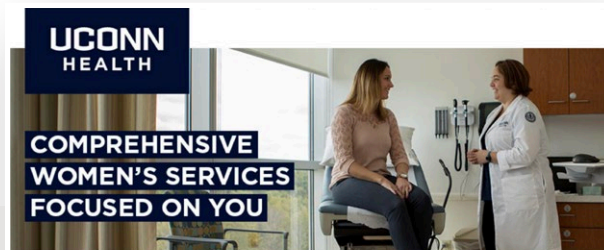
Request an appointment [Learn more](#)

👍 2

Like Comment Share

Paid Digital

Email



UConn Health

COMPREHENSIVE WOMEN’S SERVICES FOCUSED ON YOU

UConn Health offers obstetrics and gynecology (OB/GYN) services for every stage of your life, at a location that’s close to home. Our award-winning medical providers offer a wide range of care including:

- **Prenatal & Maternity Care**
Whether you’re planning to become pregnant or have already started your family, UConn Health offers care tailored to meet your needs from preconception through delivery. As part of an academic medical center, we offer the latest, most advanced prenatal, labor and delivery, and neonatal care in the country from providers that are leaders in their field.
- **Preventative Care**
Choosing a gynecologist is an important decision. At UConn Health, you’ll find comprehensive care for all phases of your life, from adolescence through menopause. Our team offers screenings and preventative care at a number of convenient locations to help you stay healthy.
- **Specialized Care**
If more advanced care is needed, you can feel confident choosing UConn Health. Our team of health care providers includes experts in fertility, incontinence, fibroids, gynecologic cancers, and minimally invasive surgery.

Request your appointment by completing the form below or calling 860-679-2792.

First Name (required)

Last Name (required)

Address (required)

City (required)

State (required) Zip (required)

Select One

Email Address (required)

Phone (required)

[Request an Appointment](#)

Interested in learning more about prenatal and maternity care, preventative care, or specialized care? [Request More Information →](#)

Landing page: www.uconn-ls.com/obgyn

Proven Call to Action

A prominent hospital system in the Midwest aimed to enhance cardiology encounters by launching a targeted campaign centered around the theme of “know your risk” and emphasizing the importance of proactive care. The campaign involved engaging the target audience through an online health risk assessment (HRA) and encouraging them to schedule a comprehensive heart health screening.

Know Your Risk
HEARTaware

When it comes to your heart health, all it takes is a few small changes to have an immediate and positive impact.

Here at AdventHealth, we offer HEARTaware, a free online heart disease risk assessment designed to help you identify your risk factors for developing heart disease.

Click the button below to complete this quick and free heart risk assessment.

GET STARTED

Total campaign ROI: for every \$1 invested in the campaign, the system saw a return of \$24.

439 completed health risk assessment (HRA) 68% of individuals who completed the HRA had an encounter within six months.

410 patients with downstream encounters, 30% of which were new to the system.

TIMEFRAME	CONVERSION	NEW PATIENT	ROI	PAYMENTS
ENCOUNTER WITHIN 6 MONTHS	68%	20%	3.56:1	\$371,554
ENCOUNTER WITHIN 4+ YEARS	113%*	30%	24.08:1	\$2,514,145

**includes multiple individuals from the household of an HRA completion*

Unlocking the Potential of CRM

In addition to quantifying the direct impact marketing initiatives have on the organizational bottom line, LionShare’s CRM solution, DIATA, plays a pivotal role in enabling our healthcare partners to validate their entire CRM investment.

By leveraging comprehensive customer data, hospitals can deliver personalized experiences, optimize processes, and make informed decisions that positively impact their bottom line. Here’s how DIATA empowers healthcare systems to achieve these goals:

- 1 Centralized Data:** DIATA acts as a single source of truth for data, combining patient data from your EMR, call center, philanthropy, health risk assessments, events, digital engagement, prospect data, preferences, and suppression all in one place. This allows you to better understand your audiences, anticipate their needs, and deliver personalized experiences, fostering loyalty and satisfaction.
- 2 Campaign Customization:** DIATA’s integrated marketing functionalities allow for targeted and personalized marketing campaigns. By leveraging data such as preferences, behavioral patterns, lifestyle and attitudes, health propensities, and health care utilization, you can effectively segment and target marketing messages. This tailored approach enhances campaign effectiveness, engagement, and conversion rates.
- 3 Enhanced Reporting and Analytics:** DIATA provides robust reporting and analytics capabilities, enabling health care systems to gain valuable insights into customer behavior and marketing effectiveness. Through customizable dashboards and reports, you can track key metrics, identify trends, and make data-driven decisions.
- 4 Resource Management:** An added benefit of DIATA is the ability to provide insights and answers that don’t require additional asks of your IT and marketing teams – often in a time frame that would not be possible internally.

Taken all together, a robust CRM can allow you to identify the correct audience, implement the correct campaign, and analyze the correct metrics – all in one toolset.

Whether you’re currently utilizing a CRM and seeking ways to unlock its full potential or actively promoting CRM adoption within your organization, LionShare offers valuable insights on leveraging CRM for immediate results and sustainable long-term growth.



1-800-928-0712

info@lionsharemarketing.com
LionShareMarketing.com

7830 Barton • Lenexa, KS 66214