

Revolutionizing Healthcare Marketing: A Look at the Current State

Findings from a survey of healthcare marketers reveal priorities, budgets, successes and failures, and how best to activate patients



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Executive Summary

As hospitals and health systems continue to face increased competition, budget constraints and consumerization, the role of the marketing department continues to grow. Tasked with new patient acquisition, patient retention, referrals, patient satisfaction and patient volume, today's healthcare marketers increasingly have a seat at the table, while taking on new responsibilities and facing new challenges.

Key Findings



92% of marketers are responsible for new patient acquisition and patient volume / driving appointments



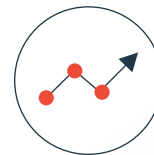
47% report their biggest success in 2022 was patient volume / driving appointments



1 in 3 say referrals is the area where they have most room for improvement



71% say they are evaluated on appointment bookings



76% report that their outpatient volumes have increased over the past 12 months

Healthcare Marketing in 2023: A Broad Range of Priorities & Measures of Success

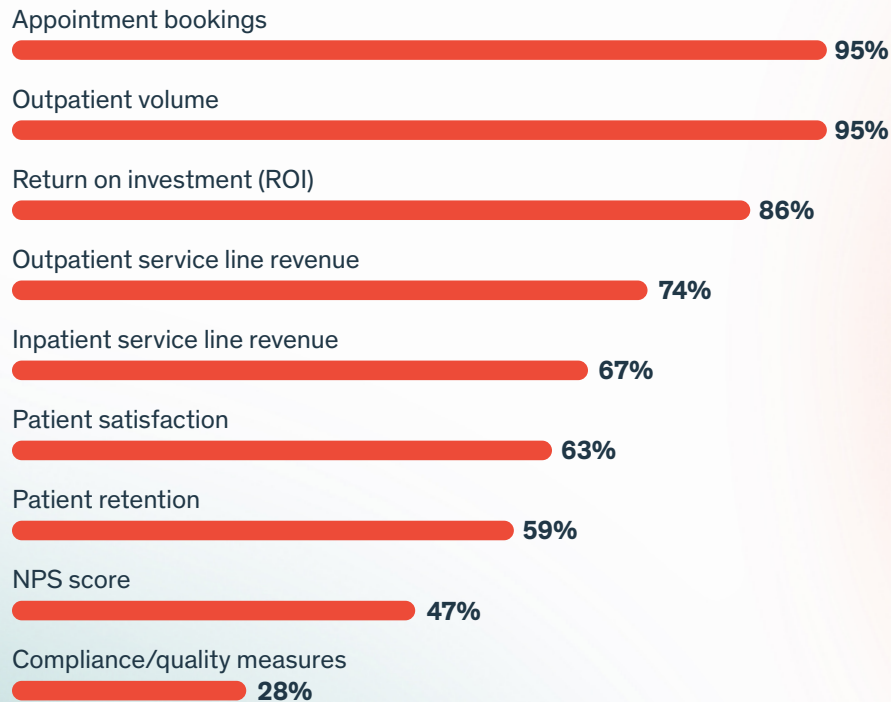
Over the past 12 months, healthcare marketers were extremely busy as they balanced a number of priorities across the organization.

PRIORITIES FOR HEALTHCARE MARKETING PROFESSIONALS



How do those priorities align with the measures on which they are evaluated by the healthcare organization?

**MEASURES
USED IN
EVALUATING
MARKETING
SUCCESS AND
EFFECTIVENESS**



“Overwhelmingly, marketers are measured by their ability to drive patient volume and appointment bookings. As we will see throughout this report, many of the tactics and tools used by marketing departments seek to achieve this top goal, with some much more effective than others. One thing missing in these findings is a high prioritization of patient retention. When [new] customer acquisition can cost five times more than retaining an existing customer, it makes sense that healthcare marketers move retention up in their list of priorities, and identify tactics and tools that both activate patients to make appointments and cultivate a sense of satisfaction and loyalty while doing so.”

ALAN TAM
Chief Marketing Officer
Actium Health



Driving Appointment Bookings Is Often a Shared Responsibility

For 40% of respondents, driving appointments is a shared responsibility.

DEPARTMENTS THAT SHARE RESPONSIBILITY OF DRIVING APPOINTMENTS WITH MARKETING



Over the past 12 months, 3 out of 4 marketers have seen their organizations' outpatient volumes increase as a result of the following tactics.

TACTICS CREDITED FOR INCREASE IN OUTPATIENT VOLUMES



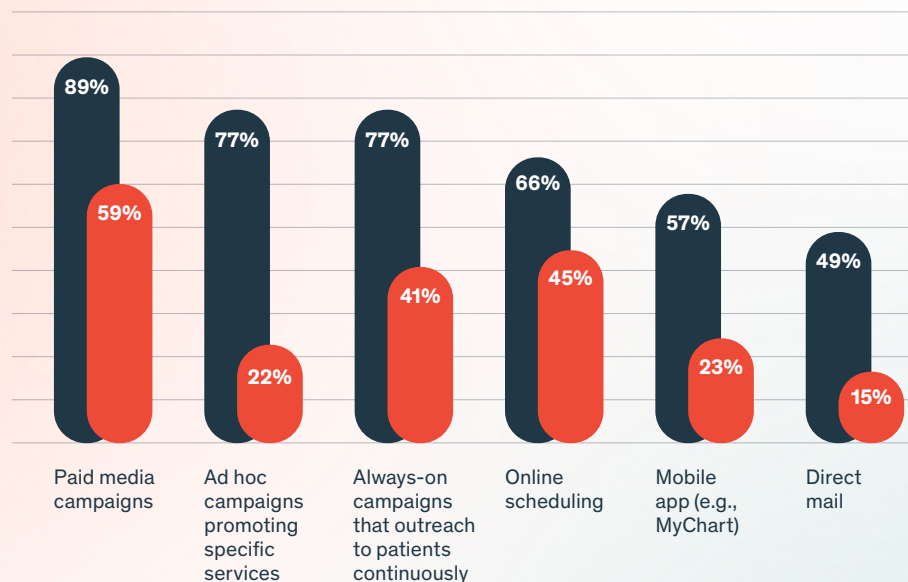
For 42% of respondents, their appointment bookings meet the goals set by their organization; 32% report those goals are typically exceeded and 26% say they are inconsistent — sometimes met, exceeded or missed.

Activating Patients: Which Tactics and Tools Are Most Effective?

When asked which **tactics** they are using to activate patients to book appointments, marketers identified the following as their top six, and ranked their effectiveness.

MARKETING TACTICS USED AND THEIR EFFECTIVENESS

- Tactic usage
- Tactic effectiveness



These findings reveal that acquisition is still the top tactic used by healthcare marketers today. What they also highlight is the lack of focus on retention campaigns for driving appointments. At Actium Health, we have found that a combination of acquisition and retention activities deliver improved ROI, increased patient satisfaction and drive better outcomes.

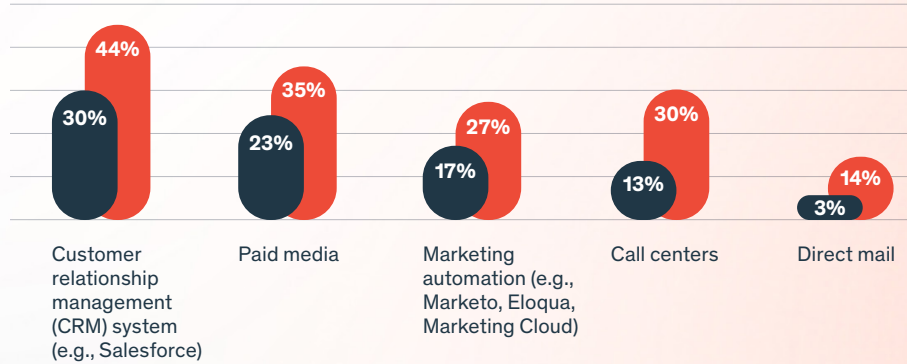
One example is a [bariatric marketing campaign](#) on which Virtua Health and Actium Health partnered. Virtua Health wanted to identify patients who might need bariatric surgery as an option while providing multiple educational tools and resources related to weight loss and healthy living in general. They didn't ask for weight loss information, but rather predicted patient interest based on multiple variables in the organization's various datasets.

Because Virtua Health was able to identify the right target patient list — patients who would benefit from the educational materials and resources they offered — they experienced high engagement in their campaign with a 30% open rate, nearly 40% higher than [industry average](#). The result: more than 8,500 appointments can be attributed to this campaign. The health system experienced a 53% increase in new patient appointments, connecting patients to new service lines within their system.

When asked which **execution tools** they use to activate patients to book appointments, marketers identified the following and ranked their effectiveness.

MARKETING EXECUTION TOOLS USED AND THEIR EFFECTIVENESS

● Tool usage
● Tool effectiveness



“

The results of this survey highlight that CRM alone is not enough for what healthcare marketers - and the organizations they represent - are looking to achieve. Like healthcare delivery itself, effective patient outreach marketing is about aligning the solution to the delivery. Just as you wouldn't use a general anesthetic when a local works equally well with lower risk, you don't need a broad marketing campaign when you can target them to your highest value patients most likely to make appointments — and make it easy for them to take action.”

MICHAEL LINNERT
CEO & Founder
Actium Health

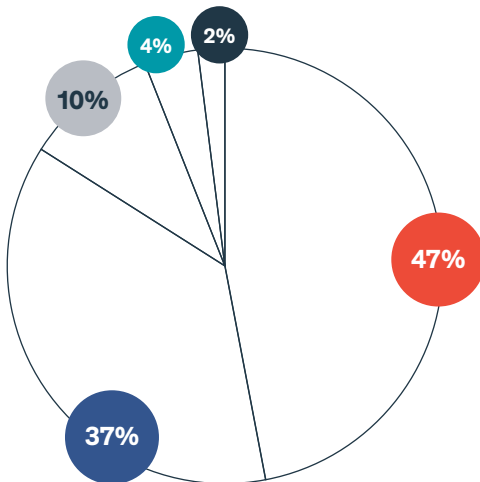


When It Comes to Driving Referrals, Healthcare Marketers Have Room for Improvement

One out of three, when asked for which initiative they have the most room for improvement, cited referrals, followed by patient satisfaction scores (24%).

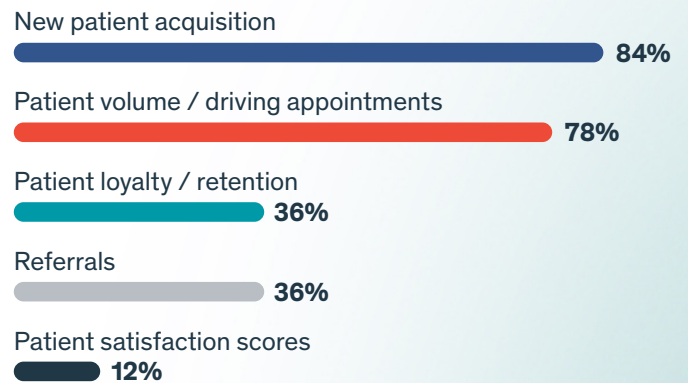
MARKETERS' MOST SUCCESSFUL INITIATIVES

- Patient volume / driving appointments
- New patient acquisition
- Referrals
- Patient loyalty / retention
- Patient satisfaction scores



For 36% of healthcare marketers, that demonstrates an opportunity to test new strategies, approaches and tools, given their marketing department is responsible for leading referrals across the organization.

INITIATIVES THE MARKETING DEPARTMENT IS RESPONSIBLE FOR LEADING

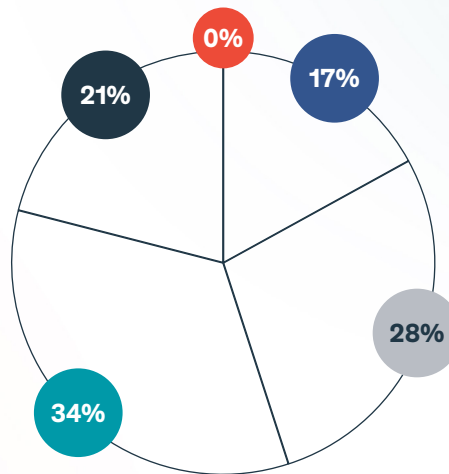


What Will 2023 Hold for Healthcare Marketing Departments?

When asked about their 2023 budgets, the majority of respondents — 34% — expect it will decrease somewhat.

EXPECTED CHANGES IN MARKETING BUDGETS FOR 2023

- Increase - a lot
- Increase - somewhat
- Stay the same
- Decrease - somewhat
- Decrease - a lot



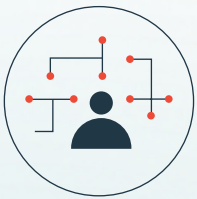
More than half (55%) anticipate that their budgets will decrease this year. This could present a good opportunity for marketers to reevaluate the tactics and tools they're using to achieve the organization's goals — which, according to these findings, often include driving appointments — in order to identify those that are extremely effective, demonstrate a significant ROI and address multiple priorities at once.



Meeting Goals in Today's Uncertain Economic Landscape

Even in more stable economic times, a healthcare marketer's job is challenging, as organizations continue to put more and more responsibility on their department. Traditionally, to achieve those business goals, marketers have relied upon strategies, tactics and tools that have been used across healthcare, such as CRMs and marketing automation. While those traditional approaches deliver a certain level of success, it's clear they are not responsible for driving the kinds of measurable results that would give one health system a significant advantage over another.

These findings demonstrate a need for healthcare marketers to look beyond healthcare and implement new and innovative approaches to patient acquisition and retention.



RE-THINK USE OF CRM

When it comes to data, most healthcare customer relationship management systems (CRM) are good at storing and aggregating it. You can find out a lot about your patients by looking at what's in your CRM and your electronic medical records (EMR).

The gap for healthcare is: what do you do with the data? You have a wonderful wide-angle view of each patient...but it can be more overwhelming than enlightening. How do you translate that data to patient activation?

The path to turn data into insights (who needs services most; who's most likely to respond) and then into action (proactive outreach) is to use CRM as a verb. Data that sits in a system without generating insights or action is using CRM as a noun. The way to translate it to actionable insights is to add artificial intelligence — making CRM into a verb.

Just like many retailers, the way to move from a noun to a verb is to add artificial intelligence (AI) and automation to your data. The tools that end up recommending your next book from an online retailer or your next pair of pants from an online store are AI on top of data. That's often a missing competency in healthcare.

Check out this blog post:

**REDEFINING YOUR CRM STRATEGY
WITH INTELLIGENCE**



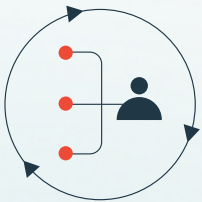


FOCUS ON PATIENT RETENTION

Consider these statistics:

- Customer acquisition can cost five times more than retaining an existing customer;
- Increasing customer retention by 5% can increase profits 25%-95%;
- The success rate of selling to an existing customer is 60-70%, while the success rate of selling to a new customer is 5-20%
- Loyal customers are 5X as likely to repurchase, 5X as likely to forgive, 4X as likely to refer, and 7X as likely to try a new offering.

And yet, only 4% of marketers in our survey cited 'patient loyalty/retention' as their biggest initiative success over the past year. By changing how marketers think about and leverage CRMs, they can improve results around both patient acquisition and retention — and drive those critical appointments.



LEVERAGE ALWAYS-ON CAMPAIGNS

Healthcare is not a seasonal service. Because patients need care consistently, outreach efforts have to be happening all of the time, not just during certain time frames. Fortunately, the wealth of rich healthcare data coupled with new innovations, like AI, enable marketers to deploy and automate always-on patient outreach programs. This means that health systems are in a unique position to not only drive better health outcomes through early preventive care and screenings but improve patients' experience at the same time.

For more on how to effectively execute always-on campaigns, check out this Fierce Healthcare article by Joe Schmid, Actium Health's Chief Technology Officer:

5 STEPS TO DEVELOP AN EFFECTIVE 'ALWAYS-ON' PATIENT COMMUNICATION STRATEGY

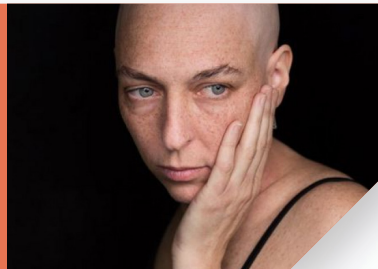




OPTIMIZE OUTREACH TO HIGH-PRIORITY PATIENTS

In order to drive the best patient outcomes and drive revenue, healthcare marketers can leverage the combination of data and AI to design and execute campaigns aimed at reaching patients at highest risk for certain diseases and conditions — and therefore most likely to benefit from action.

**1,395 BREAST CANCER
DIAGNOSES MADE IN PATIENTS
WHO MANY HAVE OTHERWISE
POSTPONED SCREENING**



In 2020, Virtua Health did just that. At the beginning of the COVID-19 pandemic, mammogram screenings all but stopped as health systems delayed or canceled elective procedures, putting lives at risk. Once their facilities had implemented appropriate pandemic safety practices, the most crucial task was identifying high-risk patients for urgent screening and encouraging bookings.

In addition to finding those patients whose next best action was a breast cancer screening, the team developed customized communication journeys for each individual, digitally engaging patients with personalized content via their preferred channels of communication.

The result: [1,395 breast cancer diagnoses](#) were made in patients who may have otherwise postponed screening due to pandemic-related fears.



Survey Methodology

Actium Health partnered with the Forum for Healthcare Strategists to administer the online survey to its membership in November 2022. A total of 52 senior-level healthcare marketers responded.



About Actium Health

Actium Health is leading the way forward in proactive consumer engagement through health-system data intelligence, transforming the chaotic accumulation of EMR data into a clear and prioritized activation plan for every individual healthcare consumer. Actium's powerful combination of AI-driven audiences paired with automated outreach, is the key to realizing currently untapped value, better managing rising-risk patients, driving service-line growth, and fostering greater retention, loyalty, and lifetime value.

GET STARTED WITH ACTIUM HEALTH TODAY

Learn more at actiumhealth.com
sales@actiumhealth.com



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