FROM VOLUME TO VALUE

The Healthcare Marketer's Guide to Elevating Patient Relationships

salesforce

PATH TO VALUE

"With the possibility of ubiquitous interconnectivity between patients and providers, marketing's new role is to create an effective, enduring, and personalized health narrative that speaks directly to each customer's unique needs – delivered fluidly and seamlessly across a multiscreen, multidevice world."

Deloitte.
Digital

PATIENTS ARE A VIRTUE

If there's one constant in healthcare these days, it's change. Emerging innovations, changing regulations, a new payment landscape, and emphasis on value-based care are all impacting every aspect of hospital systems.

The shift from volume-based reimbursements to value-based care extends far beyond those who treat patients – it has a direct influence on marketing as well. While metrics like the number of beds filled and procedures performed remain paramount, today's healthcare marketers are key to driving effective healthy outcomes, managing population health, and delivering wellness programs. Meanwhile, marketers must also take into consideration changing patient expectations. Patients demand more value for their growing share of healthcare costs, and they expect personalized, timely, and connected experiences across all channels and devices.

The solution? Marketing Cloud: the world's most powerful 1-to-1 digital platform for engagement across email, mobile, social, advertising, and the web.

With multichannel marketing from Salesforce, you'll deliver the personalized experiences today's patients expect – before, during, and after care.

CONTENTS

I'm Astro

Your Trail Guide for Salesforce

Astro and friends love showing Trailblazers like you around Salesforce and its many business solutions. Follow along as they guide you through marketing tips and resources in the pages ahead.

MEET MARKETING CLOUD

Marketing Cloud unites prospective, existing, and former patient data, giving marketers the ability to detect and respond to real-time patient behaviors at scale. By combining all available data sources (such as CRM and EMR systems) into individual contact records that are constantly evolving, Marketing Cloud powers highly personalized and relevant 1-to-1 communications with patients across channels and devices.

Regardless of where patients are in their journey – from acquisition to onboarding, engagement, and advocacy – Marketing Cloud equips healthcare providers to deliver the exceptional experiences patients expect and deserve.

Connect across every channel, on any device.

Manage patient journeys across email, mobile apps and messaging, social media, advertising, websites, and more.

Make your marketing team smarter and more productive.

Drive better results with smarter decisions from one integrated platform of data and tools to increase your team's speed and agility.

Trust the platform that puts security and scalability first.

Whether reminding patients about an upcoming appointment or notifying a concerned parent that a child's test results are ready, Salesforce sets the standard with HIPAA compliance to protect your sensitive data.

Resource

Discover how to deliver exceptional patient experiences and personalized 1-to-1 communications.

Watch the Marketing Cloud demo at sfdc.co/mc-demo

PLAN AND AUTOMATE PATIENT JOURNEYS

Orchestrate interactions across the patient lifecycle with Journey Builder. Illustrate each step of the journey, automatically guide patients along their path, and optimize performance with inline metrics and testing. Through an easy-to-use, drag-and-drop interface, manage the experience across channels and devices.

Listen for patient clues.

Trigger personalized journeys based on patient behavior, preferences, or any data point. Automatically respond to engagement, such as website visits, app downloads, and email opens. Guide patients down the right path based on their current or predicted behavior.

Connect the patient experience.

Deliver seamless, personalized patient journeys across channels, devices, and business functions. Use email, SMS, push notifications, ads, the web, and apps to reach patients on all digital channels. Incorporate sales and service activities right into the journey as part of the world's #1 CRM solution.

Automate the journey.

Build 1-to-1 journeys at scale by automating engagement and adapting to patient behavior. Use predictive intelligence to deliver timely, relevant content. Define specific goals, evaluate your progress, and optimize as you go.

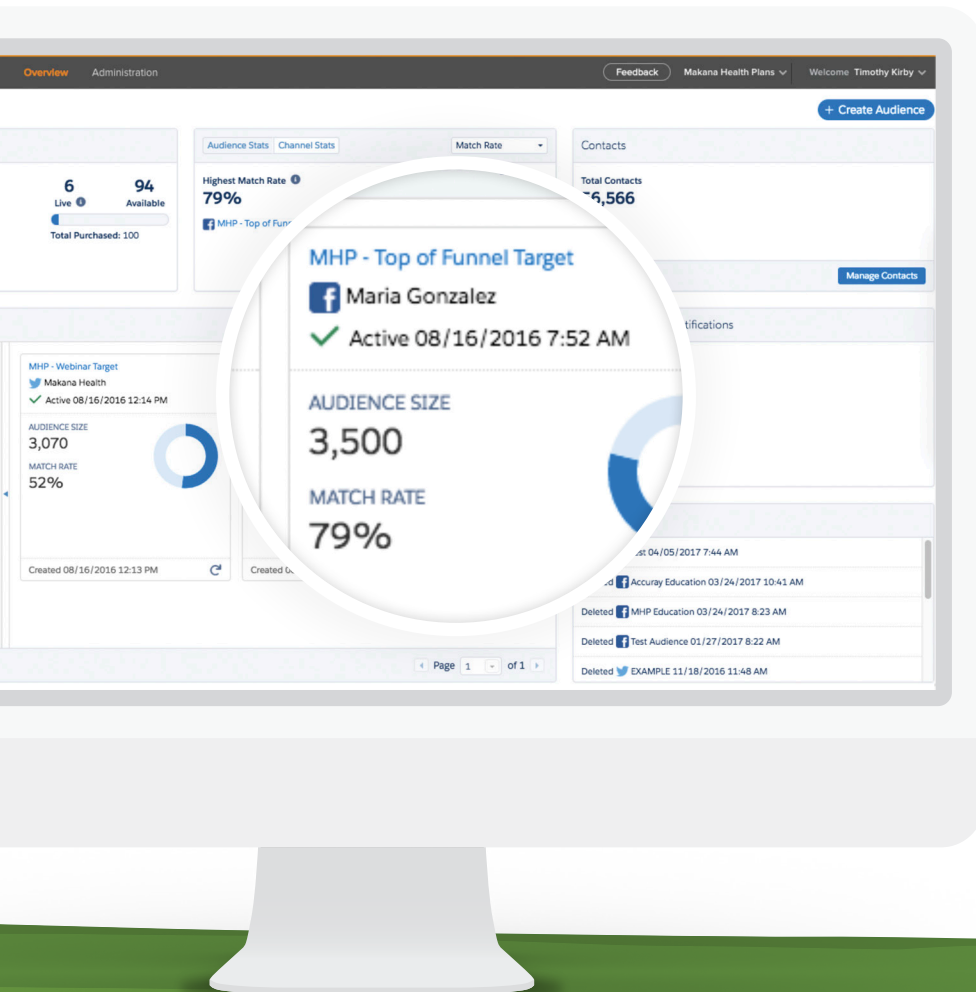## Resource
Planning and Automation

Learn how to automate seamless patient journeys across channels.

Watch the Journey Builder demo at sfdc.co/watch-demo-journey-builder

ACQUIRE NEW PATIENTS WITH ADVERTISING

Activate patient data in Salesforce to power digital advertising and manage campaigns at scale. Enhance acquisition with lookalikes who possess attributes similar to your best patients, re-engage those who have churned, and align advertising with every channel. Create and optimize campaigns with one elegant interface across channels, and run your highest-performing ads more often.

Leverage member data.

Use data from multiple sources including email engagement, SMS interactions, and website visits to securely reach existing patients – and those who share attributes with your ideal patients.

Manage acquisition campaigns at scale.

Run acquisition and lead generation campaigns across Facebook, Instagram, and mobile publishers via Audience Network to maximize your ROI.

Coordinate email and advertising.

Grow your email lists, re-engage inactive patients, and increase the reach of your campaign message with advertising across the patient journey.

Resource

Acquisition with Advertising

Acquire more patients during open enrollment.

Watch the Advertising Studio demo at

sfdc.co/watch-demo-ads

ONBOARD AND ENGAGE PATIENTS WITH EMAIL AND MOBILE

Quickly build and send personalized, mobile-friendly member emails – from health and wellness newsletters to re-engagement campaigns. Deliver promotional, transactional, and triggered messages from a single secure platform. Complement email efforts with SMS and mobile push marketing to reach patients during the moment they're engaged, and drive opt-ins for your other marketing programs.
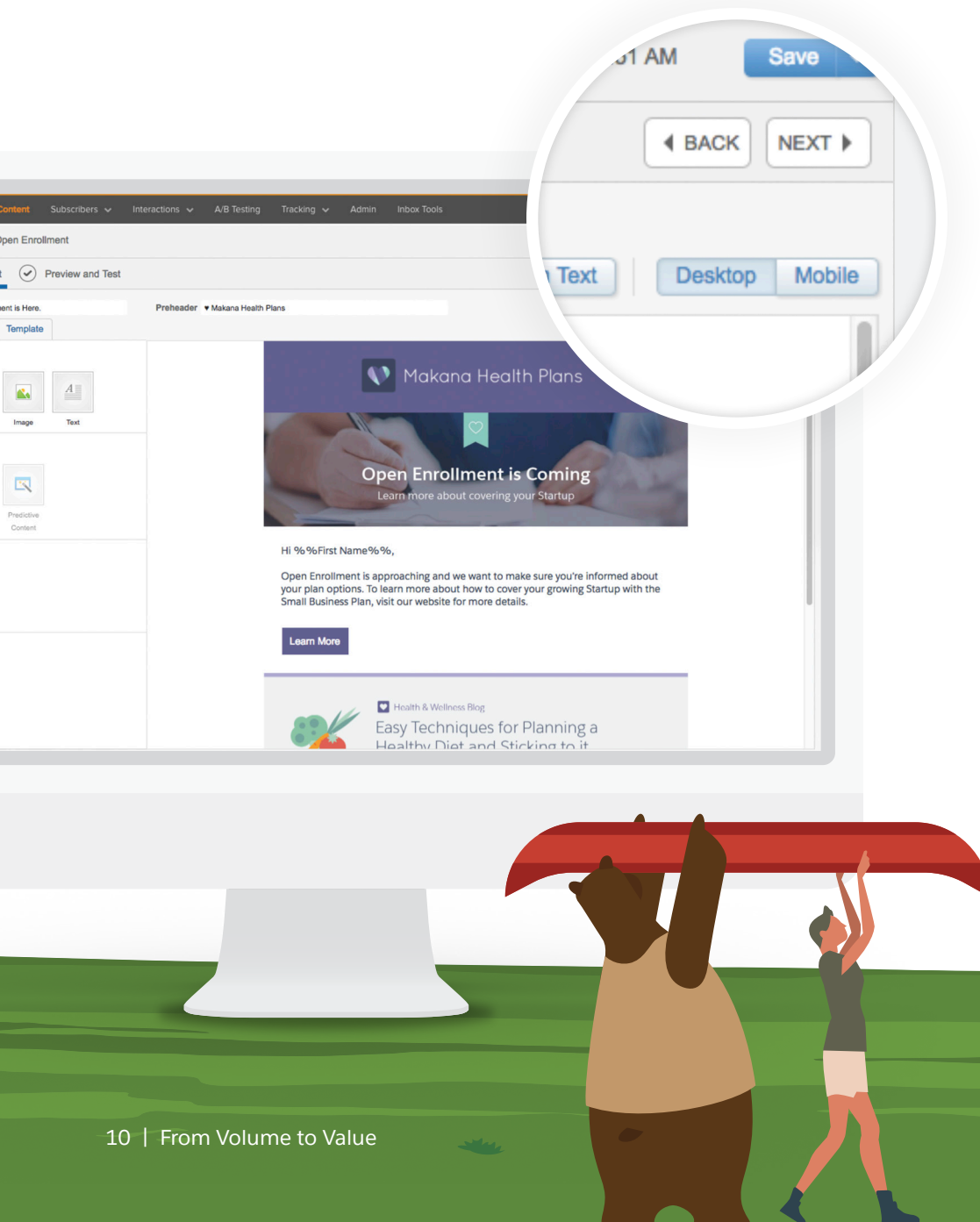
Leverage your data.

Use behavioral and robust first-party data to create timely and highly relevant messages to engage – and re-engage – patients via email and mobile channels.

Send with confidence.

Reduce errors and increase delivery speed with foolproof testing. Plus, test email marketing content at the individual member level prior to sending.

Increase patient engagement.

Use dynamic and predictive content to create highly personalized messages that drive action. Leverage built-in A/B testing to determine the most effective content.

Resource
Onboarding and Engagement

Stay top of mind with patients throughout the year.

Watch the Email Studio demo at

sfdc.co/watch-demo-email

BUILD LOYALTY AND ADVOCACY WITH SOCIAL MARKETING

Engage patients where they live: on social media. Plan, execute, and track social media marketing campaigns to turn patients into fans and followers. Hear conversations from over 650 million different sources with social listening tools and use the insights to shape your social strategy. Quickly identify patient questions and issues, and then route them to the right group for resolution.
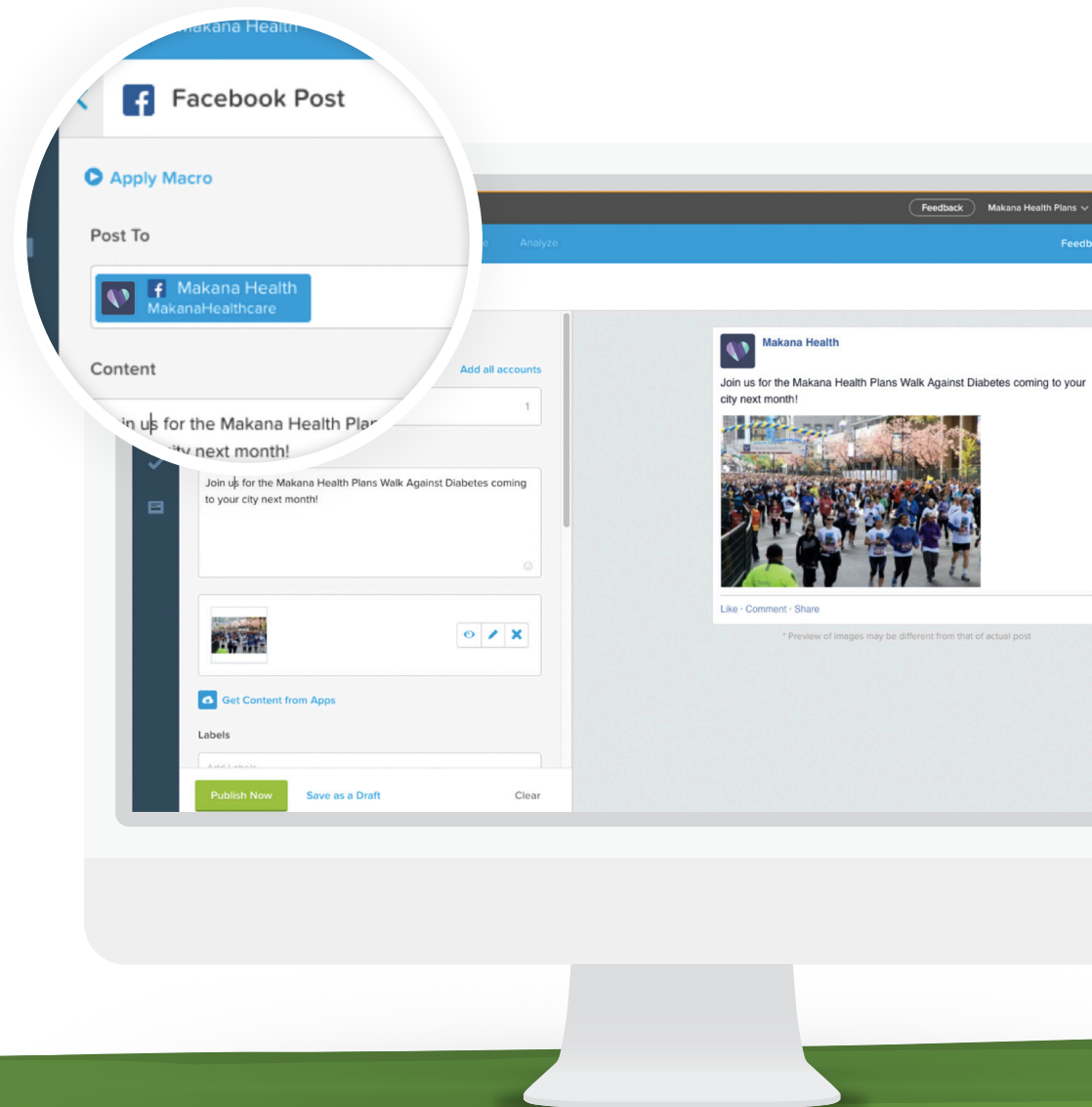
Listen on social media.

Analyze social media conversations from millions of different sources with social media monitoring. Discover what patients are saying about your brand, services, and competitors.

Manage your social publishing.

Plan, schedule, and publish social media posts across multiple accounts and networks. Create and approve content, route for approval, and publish relevant messages at the right moment.

Reach out on social networks.

Respond to social media posts, manage your community, and measure social media activity. Use workflow and social automation to drive efficiency and route social media posts to your team and beyond.
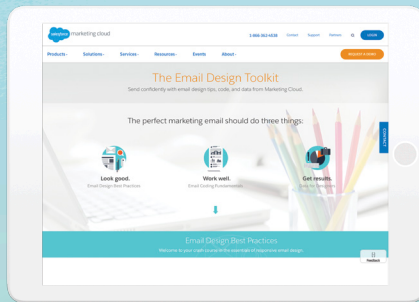
Resource

Loyalty and Advocacy

Listen, publish, and engage where your patients spend their time.

Watch the Social Studio demo at sfdc.co/watch-demo-social

ADDITIONAL RESOURCES YOU MIGHT LIKE
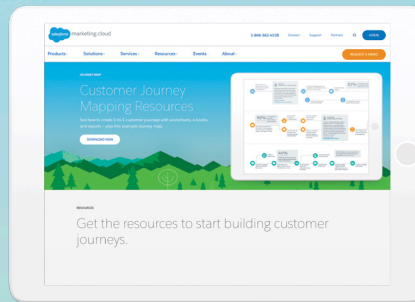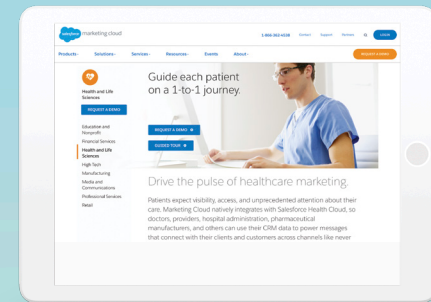

Get practical email
design advice.

sfdc.co/email-design-toolkit

Get the resources to start building
customer journeys.

marketingcloud.com/customer-journey-map-examples

Guide each patient
on a 1-to-1 journey.

sfdc.co/health-life-sciences

NOTES

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**CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY**