



LIONSHARE[®]

**Real support,
from smart
people.**

LionShareMarketing.com

**That's the
LionShare
difference.**



Evidence-based, measurable marketing solutions

Integrated marketing is about using data and technology to start a meaningful dialogue between your health care organization and your audiences. It's about gaining a deeper understanding of the needs and behaviors of your audience and communicating with them based on their preferences.

DIATA, LionShare's Business Intelligence tool, incorporates both CRM and PRM and gives you the power to harness your data to more effectively target individuals, create more sophisticated and automated marketing campaigns, and ultimately report the return on investment (ROI).

Customer Relationship Management (CRM)

A CRM solution is only as good as your ability to analyze and leverage the data. Unlike most CRM providers, LionShare doesn't just sell you a database and run mailing lists. We bring you a team of strategists and analysts to assess your needs, build a database just for your situation and then help you put it to work. Your LionShare team will be disciplined, with an intimate understanding of your objectives. And, of course, they are fun and always accessible. Because you deserve more than a database. You deserve a partner, right beside you, making evidence-based, measurable marketing solutions easy.



Physician Relationship Management (PRM)

LionShare's PRM tool is customized with best practices in physician relationship marketing, recruitment, sales and service. Built on the Salesforce.com platform, the tool is designed to centralize contact information, activities, issues and intelligence in one virtual place. It can also help align strategy and activities with organizational goals to demonstrate bottom line effectiveness. Claims based data can be incorporated to identify physicians by volume, loyalty and ROI.

Our Strategic Insights & Campaign Capabilities

- Pre-Campaign Analytics
- Audience Segmentation
- Custom Modeling
- Post-campaign Analysis/ROI
- Omni-Channel Marketing Automation
 - Email
 - Direct Mail
 - Text/SMS
 - Digital
- Service Line Campaigns
- New Mover Campaigns
- Creative/Production



about

LionShare has a long-standing commitment to the health care industry. For more than 20 years we have partnered with hospitals and health systems across the country to make data-driven marketing decisions. In partnership with our clients, we guide health care organizations in the quest to link data to decision insights, execute automated marketing campaigns and drive better outcomes across the health care continuum.

Whether you are a data analyst, marketing strategist or communication professional, LionShare can help you grow healthy relationships with your patients, prospective patients, physicians and providers in your community.

say hello!

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