EXPERIENCE THE LIONSHARE DIFFERENCE
LIONSHARE KNOWS THE LANDSCAPE

LionShare has a long-standing commitment to the health care industry. For more than 25 years we have partnered with hospitals and health systems across the country to make data-driven marketing decisions. We strive to build long-term strategic, trustworthy and mutually beneficial relationships.

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.

Our Team
One of the key differentiators of LionShare is our unique culture and outstanding talent. Our team of data, marketing and creative professionals are proud to say they work at LionShare, a company that has been designated a “Best Place to Work” in Kansas City.

This prestigious honor allows us to recruit and maintain top talent. It also means we hire people who are passionate and experienced in the health care industry. When you partner with LionShare, you get an entire team of health care marketing and data professionals who are dedicated to learning your needs and exceeding your expectations.
LEADING INNOVATION

Integrated marketing isn’t about sending email or direct mail. It’s 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 CRM 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)**

LionShare’s CRM tool enables marketers to deliver coordinated campaigns on an individual basis to ensure that each audience receives an appropriate, relevant message – all designed at driving them to utilize services. The toolset helps navigate the traditional and digital landscapes by integrating email, social, mobile, call center and direct mail channels. In addition to campaign delivery, the tool consolidates and analyzes all of the information gathered from every touch point so you can understand your audience and their interactions.
**THE POWER OF TECHNOLOGY**

Regardless of your organization’s data analytic requirements, DIATA can support your analytics needs for the marketing department and beyond. DIATA can be used to assist other areas within your organization such as finance, business strategy and development, performance improvement and physician outreach.

In addition, DIATA requires minimal IT resources, which makes it a low IT burden. At LionShare, your data resides in a HIPAA Compliant Tier III data center with all major security certifications validated.

Every database build, metric and report can be based off a template or customized to fit your needs. This allows for all decision rules and logic to be determined by your organization’s needs at any level of granularity for corporate, division or hospital specific levels instead of predetermined. As your organization grows and changes, DIATA can easily evolve to meet your new needs.

**Source of Truth**

In a world full of data, DIATA can serve as your one source of truth. From integrating clinical and financial data, to online and call center activity, to channel preference and health care propensities, the DIATA platform becomes a centralized repository for any source of data.

After your data is collected, LionShare takes it through a rigorous cleansing and enhancement process, leaving you with an information station that allows for a single point of view for all patients, prospective patients, physicians, donors and employees, as well as any other data you desire.

With a single point of view of every interaction across your system, you can now examine value versus volume, patient footpaths/continuums of care, readmission levels, population health, physician leakage, engagements versus encounters and so much more.
Our Strategic Insights

- Pre-campaign Analytics
- Audience Segmentation
- SEO/SEM/Social Media Campaigns
- Channel Integration
- Marketing Automation
- Cross-Service Line Marketing Campaigns
- Post-campaign Analysis

BUILT FOR STRATEGY

Relationships have changed between health care systems and their audiences. The way people want to receive their health information is constantly evolving. LionShare has the ability to create fully integrated multi-channel marketing campaigns that can expand your organization’s reach to audiences across multiple generations.

Who’s Your Audience?

Our strategic marketing team does more than pull generic consumer lists. With DIATA, we can use pre-built models, custom model segmentation and previous diagnosis and treatment codes to help you find the right patient for your campaign. For customers and prospects, we use a variety of enhanced consumer data to search for people with the health and lifestyle propensities that best match your campaign.
What’s Your Message?
Partnering with LionShare takes the guess work out of creating a message that’s both relevant and effective. Having developed, tested and tracked campaigns for health care systems across the country, we know what messaging works and what doesn’t. We craft messages that are personalized, relevant and have a clear call-to-action so that your campaign can be tracked for ROI.

It’s All in the Delivery
It’s a fact —it takes a marketing mix to get your message in the right hands. Although traditional media is still a key component of building brand awareness, digital campaigns and social media are now a vital part of the marketing mix. LionShare uses audience segmentation methods to ensure you are communicating with your audience the way they are most likely to accept and keep health care information.

Results Are Key
In addition to campaign strategy, you’ll find our experience in health care data analysis is an asset in planning and reporting performance measurement. We have had success in measuring the impact of our marketing efforts for clients for more than 25 years. The ability to show your administration quantifiable success can elevate your department and secure additional budget.
Ongoing communication with your audience is essential. LionShare can help you keep the conversation going and grow your business in the right direction.

**Trigger Campaigns**
Trigger campaigns can lead population health goals such as guiding chronically ill patients to manage their disease better or increasing patient portal activations. They can also drive business to an ongoing health screening like mammography or heart disease. They can be used to redirect Emergency Department misusers to either a primary care or urgent care location. Trigger campaigns are flexible and can be deployed as often or as little as you like.

**Turn-Key Programs**
LionShare also specializes in turn-key New Mover and New Parent programs. We partner with you to establish your market area and campaign goals — then LionShare takes it from there. We build a complete campaign that markets your providers and key service lines to drive new business in your door. And when the recipient responds, LionShare can send additional requested information on your organization's behalf. In addition, LionShare's data team builds an ongoing database of respondents that you have access to for future campaign initiatives.

**Why LionShare? Because Experience Matters**
When you partner with LionShare, you gain a dedicated strategic and creative team with more than 20 years of health care experience. You've worked hard to create a brand for your organization and community. Our promise to you as a partner, we will create successful integrated campaigns using leading edge technology, data and creative insights.

To learn more about LionShare or to schedule a capabilities demo contact info@lionsharmarking.com or 1-800-928-0712.

**Creative Expertise:**
- Digital Advertising
- Personalized Email Campaigns
- Service Line Specialty Campaign Landing Pages
- Personalized Campaign Landing Pages
- Direct Mail
- Direct Mail Using Variable Data
**Turn-Key Programs**
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