

UNMATCHED
SUPPORT.

UNMISTAKABLE
SMARTS.



LIONSHARE®



EMPOWERED TO ENHANCE THE EXPERIENCE & THE OUTCOME



YOU HAVE TO DELIVER, AND EXPECTATIONS ARE HIGH.

When the pressure is on smart people like you, you need smart people like us. LionShare has the passion, proof, and expertise to take you, your data, and your mission beyond a marketing plan. As your partner, LionShare creates measurable, data-driven marketing efforts with *unmatched support and unmistakable smarts.*



HOW WE DO IT

INDUSTRY EXPERTISE, OUR WAY.

For more than 25 years, LionShare hasn't just changed the game. We've created new expectations by working hand-in-hand with our client partners. We've done it by focusing solely on the ever-changing, always-competitive healthcare industry. And, we've done it with an energy all our own. Just ask around, no one does CRM like we do.

Our dedication and partnership with hospitals and health systems across the nation results in enduring client relationships – even friendships, success stories, invaluable client referrals – and an industry reputation others strive for but have yet to achieve.



OUR CRM TEAM IS YOUR CRM TEAM.

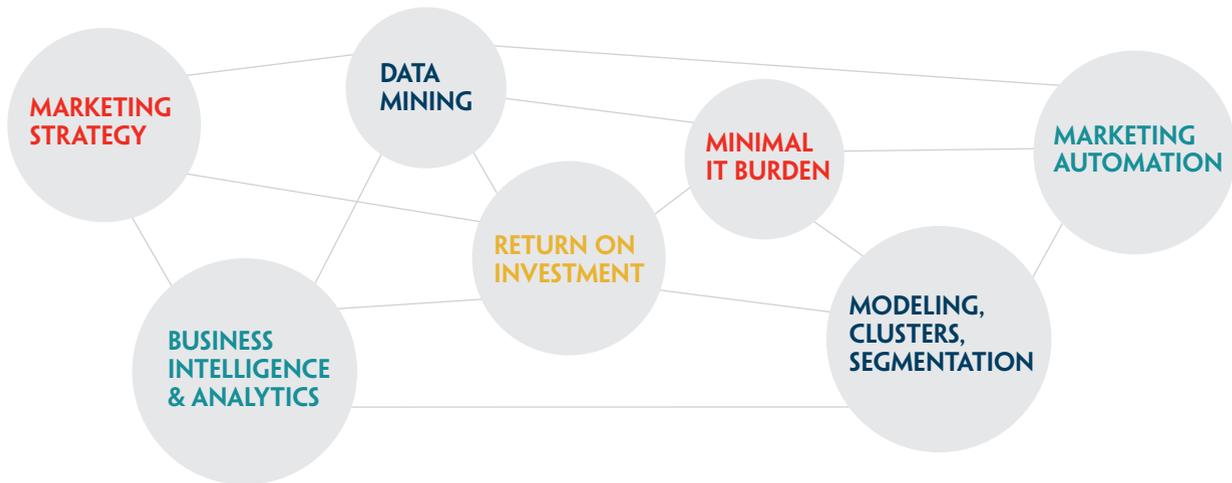
With eyes – and ears – wide open, and a focus on ROI, LionShare's hand-selected team of CRM experts listens, learns, and observes. Then we go to work – teaming with you every step of the way to mine deeper understandings of the needs and behaviors of your varying audiences. From planning to execution to reporting, we ask the tough questions and assess the possibilities, realities, and opportunities. We'll empower the technology and enrich the data to determine strategic paths using data insights and market analysis.

The end result is the successful creation and measurement of coordinated, relevant, and actionable dialogue between you and your audiences.

CRM & MORE WITH EASE, SPEED, & SOPHISTICATION

DATA DOESN'T LIE, IT DRIVES AND DIFFERENTIATES.

When driven strategically and mined effectively, data can serve as the foundation for success. Together, with your LionShare CRM Team, LionShare's exclusive integration platform ignites the CRM effort.



CUSTOM-BUILT FOR RICHER OUTCOMES.

With a focus on speed-to-market, every database build is custom. Each metric and report can be a template or customized to address unique needs or opportunities. This allows for all decision rules and logic to be determined by your organization's initiatives and priorities at any level – whether corporate, division, or hospital-specific.



SINGLE POINT OF VIEW.

Once collected, our team shepherds your data through a rigorous cleansing and enhancement process. What's left is a stronger, single point-of-view for every patient, prospect, physician, donor, and employee. Now you're better focused and positioned to effectively intersect various patient care pathways, population health, lead generation/nurturing, and much more.

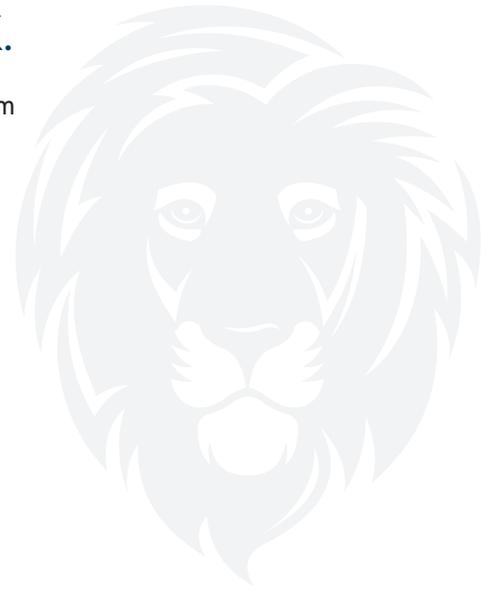
TARGETS MORE EFFECTIVELY.

Always rooted in strategic reasoning and guided by intense personal attention and support, our tools are unleashed to create and execute sophisticated, automated marketing campaigns for focused, more relevant conversations with your audiences at every touchpoint along the journey. This powerhouse combination results in measurable and quantifiable ROI, marketing objectives met – even exceeded – and, ultimately, the value of your effort proven.

MORE THAN A MARKETING SUPPORT STACK.

Regardless of your organization's data analytic requirements, our platform supports your analytical needs beyond your marketing. It also wisely and valuably assists other departments like:

- ▶ Finance
- ▶ Strategic Planning & Decision Support
- ▶ Business Development & Physician Outreach
- ▶ Foundation



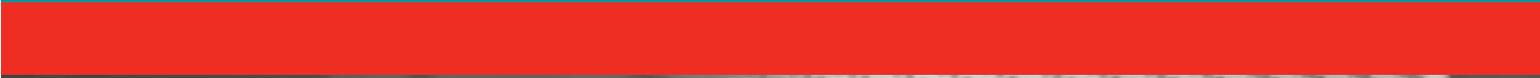
EXPERIENCE THE LIONSHARE DIFFERENCE

“With half of our market in managed care products, we need sophisticated targeting and CRM strategies to drive profitable hospital volume or managed care enrollment. Sharp has multiple data platforms across the organization, and LionShare has successfully synthesized our complex data to make it accessible and actionable for our strategic CRM campaigns.”

— Vice President of Digital Strategies, Sharp HealthCare

EXPERIENCE THE LIONSHARE DIFFERENCE

“Our partnership with LionShare has allowed us to achieve more than we could have ever anticipated. Their team of healthcare experts offers integrated acquisition strategies with a heavy digital focus and the analytics support to track leads to real conversions and patient utilization. Five stars.”



UNLEASHING POTENTIAL

LionShare clients enjoy – and can expect – a dynamic strategic marketing and analytics team from start to finish. We'll work with you to develop fully integrated multi-channel marketing campaigns that connect patients and prospects with relevant, actionable conversations that drive business.

PUSHING WHAT'S POSSIBLE.

From messaging to measurement, LionShare delivers opportunities for success.

DATA INTEGRITY

- ▶ Single Point of View:
Patients, Customers, Prospective Patients
- ▶ Multi-source Integrations
- ▶ Data Hygiene & Householding/Deduplication
- ▶ Custom Logic & Decodes: Service Lines, Downstream Attribution, ICD-10 Groupings
- ▶ HIPAA Compliant

BUSINESS INTELLIGENCE & ANALYTICS

- ▶ Pre-campaign Analysis
- ▶ Audience Segmentation & Clusters
- ▶ Custom Modeling
- ▶ Call Center
- ▶ Post-campaign Analysis/ROI
- ▶ Testing: Control Groups, Multi-variant & A/B Splits

MARKETING AUTOMATION

- ▶ Strategy
- ▶ Creative/HTML
- ▶ Lead Generation & Nurturing
- ▶ Landing Pages
- ▶ Omni-channel Campaigns:
PPC • Social • Display • Email
Direct Mail • Text/SMS

CAMPAIGN INITIATIVES

- ▶ Service Lines
- ▶ New Movers
- ▶ New Parents
- ▶ Population Health: Lifestage, Chronic Disease, Prevention
- ▶ Patient Re-engagement & Education
- ▶ Screenings
- ▶ Risk Triggers



EMPOWER THE POSSIBILITIES. Request a demo.

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