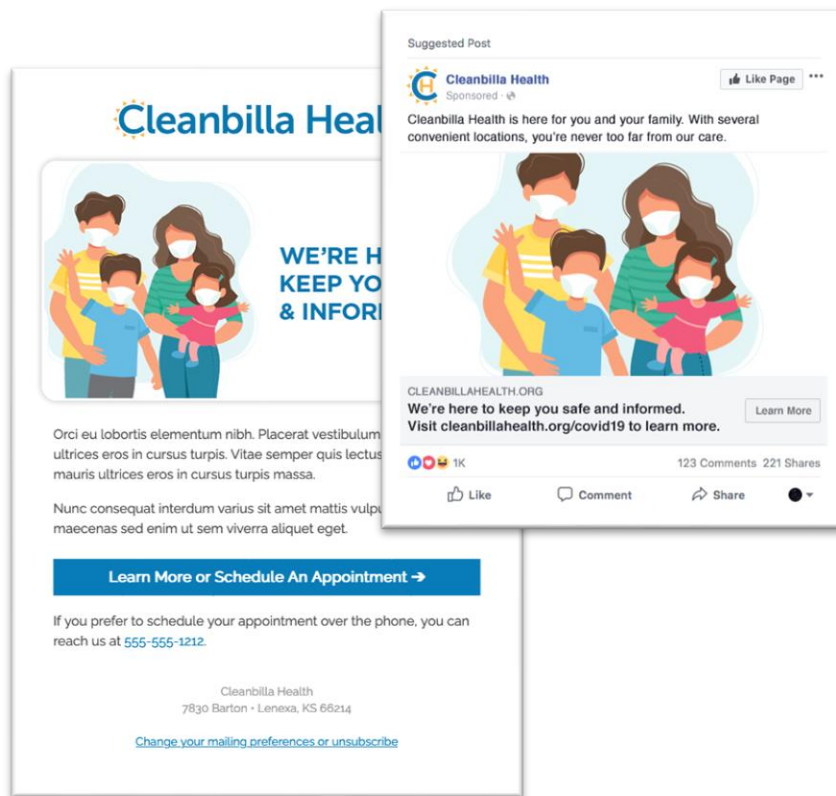


Consumers Want to Know

During times of uncertainty, consumers in your market value direct communication above all. A COVID-focused campaign can serve to keep consumers up to date regarding the latest updates and how your health system is currently managing the constantly changing environment, what they should expect regarding visits such as elective procedures, safety measures, and perhaps most importantly, what to do if someone in their household has an emergency or needs to see a doctor. COVID campaigns can be geared towards current patients, as well as prospective patients in your market, including those new movers in your area who are currently undoctored, and who need to hear from you now more than ever before.

Testing & Topics of Interest

Throughout the COVID pandemic, LionShare clients have been uber-reliant upon their DIATA CRM database with marketing automation platform to reach out to patients on a consistent basis. This channel of communication has allowed for near real-time disbursement of pertinent information and has allowed our clients to see what types of information patients are looking into the most based on opens and click-throughs. Engagement is at peak levels based on these activities.



HIGHEST CLICK-THROUGH RATES

- ✓ Video Visits
- ✓ Patient Portals
- ✓ Survey Links

Additional Takeaways:

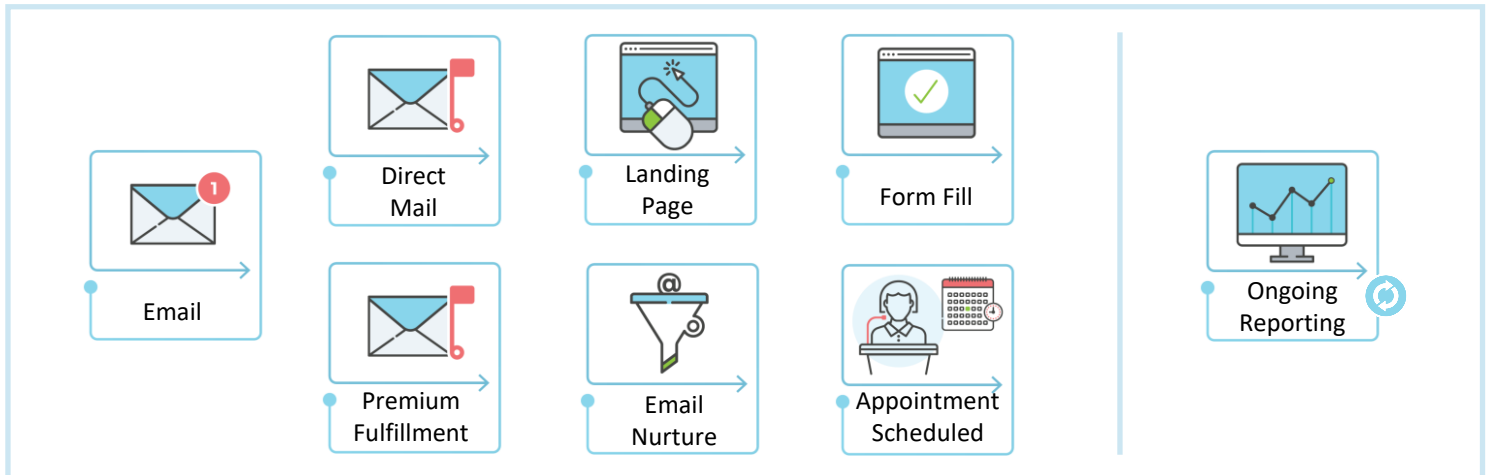
- With industry standards deeming over 10% an “excellent” open rate, LionShare clients are seeing average **open rates of up to 40%**.
- Larger and more frequent sample quantities are allowing for more A/B split testing. For example, a recent test showed that a **video “button”** rather than a thumbnail consistently **produced a higher click-through rate**.



COVID-19 Campaigns

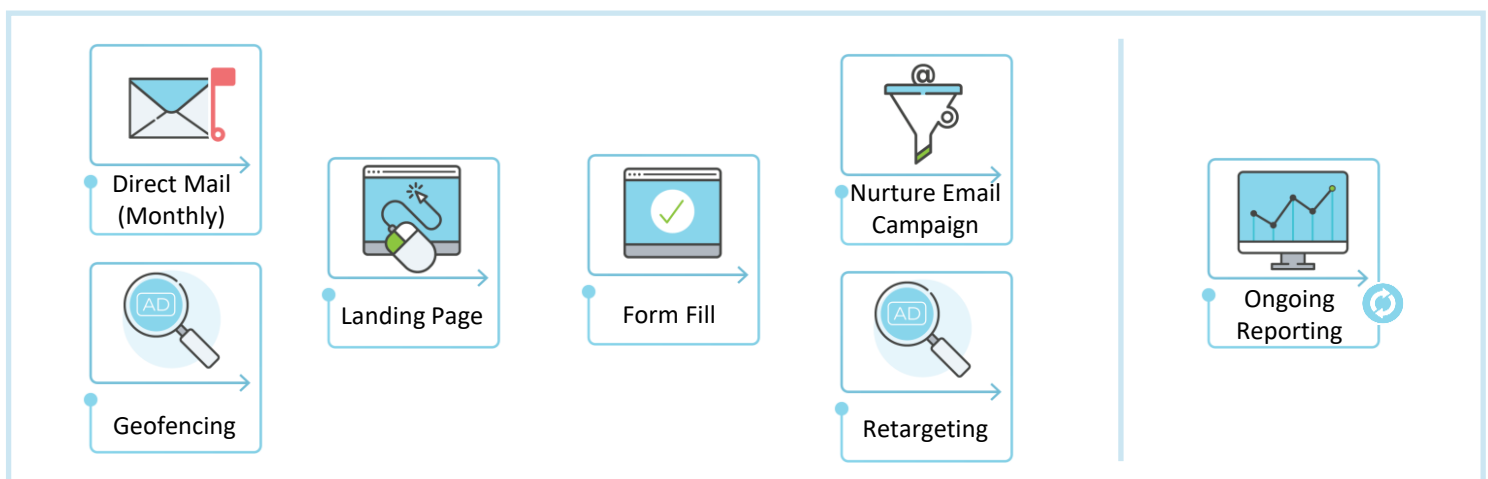
Strategy: Patients

The patient communication strategy can be setup based on a pre-defined cadence for patients with an email on file allowing for more frequent communications. At minimum, a monthly message deployed via email or direct mail to current patients is recommended. This would include the most recent updates for your health system, as well as links to your current COVID information online and how to schedule an appointment if needed.



Strategy: Prospective Patients (Including New Movers)

A monthly campaign consisting of targeted direct mail to households in the defined market who are likely to use services, combined with digital ads to those households based on geofencing would be deployed to focus on the latest COVID impacts for the health system. The call to action would be a campaign-specific landing page, where prospects can view COVID updates, telehealth or find a physician options, and opt-in to the health system's email database. This would allow them to receive more frequent messaging. Retargeting (banner ads) would be incorporated for those who do not complete the form fill.



Reporting

- Monthly digital and email results (if applicable)
- Monthly landing page statistics
- Monthly form fills
- Quarterly downstream encounters (if available)

Enhancement Options

- Additional nurturing components
- Incentive fulfillment program
- Custom reporting