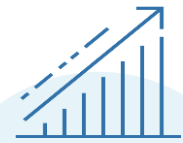


Ensuring New Patients Become Loyal Patients

As marketers, we know that establishing regular communications with our patients can increase patient engagement, thereby leading to patient loyalty. While many of our clients develop their patient engagement strategies by focusing on key service lines and associated risk factors as a targeting strategy, we often see them overlook a formal communications plan geared towards an easily identifiable and vital segment – new patients. We are frequently asked about patient loyalty programs, and a targeted welcome series to new patients can be a hugely successful loyalty strategy that is simple to put in place.



THE AVERAGE PAYMENT PER NEW PATIENT INCREASES

27%
by year five



12%

A RECENT EMAIL ASKING PATIENTS TO SUBMIT THEIR PREFERENCES RESULTED IN A 12% INCREASE IN SUBMISSION WITHIN 24 HOURS



24%

THOSE WHO HAD SUBSCRIBED TO A PATIENT NEWSLETTER SHOWED A 24% LIFT IN UTILIZATION OF SERVICES AND DOUBLE THE NUMBER OF APPOINTMENTS PER YEAR

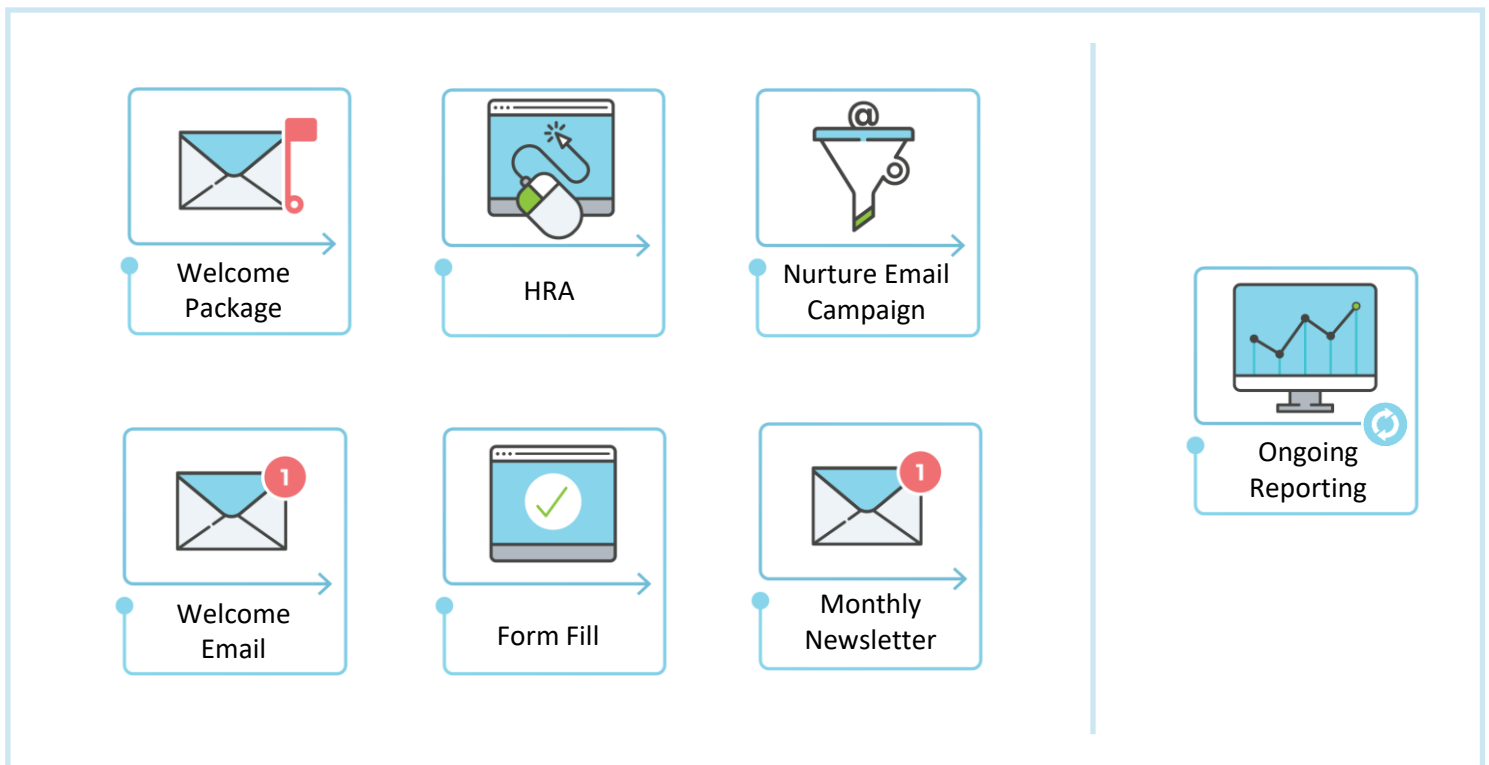
Supplement Your CRM

A welcome series can also be combined with a patient newsletter strategy, can supplement CRM efforts by capturing preference information, and can get your health system started on a path towards segmented CRM data collection if one is not in place. A preference-capture email can be included as part of the strategy to gather household demographics, topics of interest (i.e. service lines, classes and events, etc.), allow recipients to subscribe to publications, and opt-out of methods or types of communications. This data can then be imported into your CRM for future nurturing communications with your patients, or campaign suppressions.

New Patient Campaign Package

Strategy: Retention

A welcome series begins with an initial welcome packet being distributed, which can be physical or digital. A physical component is often included for those who did not supply an email address at registration, with the call to action driving the recipient to a campaign landing page where the email can then be collected. The first touch will be delivered 30 days after the initial visit, followed up by two additional emails delivered on a monthly basis, and at that point driving the recipient to a preference capture form. Upon submission of the preference capture, the recipient will receive a thank you email, and is then included in the monthly ongoing newsletter distribution. Additional segmentation and personalization can be implemented based on initial type of service, patient demographic, or pediatric visit.



Reporting Included:

- Monthly email results
- Monthly landing page statistics
- Quarterly downstream encounters

Enhancement Options:

- Additional nurturing message
- Customized/more frequent reporting
- Acquisition component for newsletter

