



Have We Told You Lately That We Miss You?

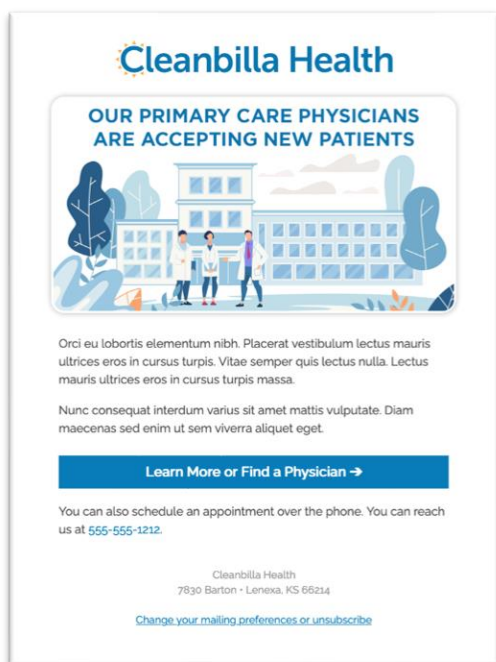
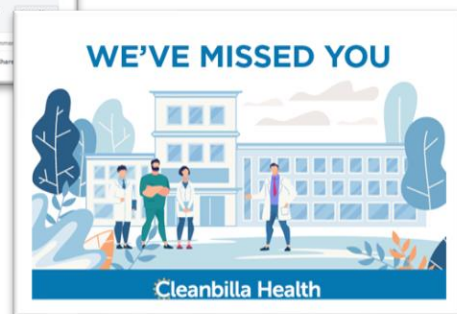
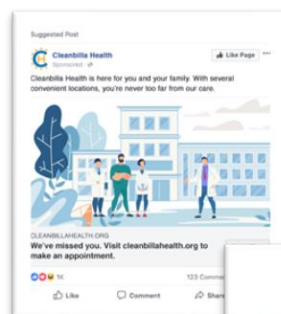
When it comes to audience segmentation, those who have used services before (even if it has been awhile), are much more likely to respond and react to marketing efforts than those who have never been a patient of your health system. A turnkey strategy aimed at specific patient segments can not only get lapsed patients back in the door – i.e. patient re-engagement, but also identify points along the patient journey that might trigger a message about additional services which may be beneficial to the patient or members of their household.

Lapsed Patients

Really, when was the last time you told your patients that you miss them? Lapsed patients are a key segment when it comes to recapturing lost visits. A simple strategy of identifying those within your patient census who have not been in to see you in the past 18 months is one place to start. Within this segment, further targeting can be applied to find those who are behind schedule when it comes to:

- Primary Care
- Age/Gender-Specific Screenings
- Adult & Pediatric Vaccinations
- Chronic Disease States

A recent LionShare study showed the reason **90% of those who had lapsed was due to distance from a location**. Personalized messaging can be included to highlight locations closest to the recipient, as well as directions to a location.

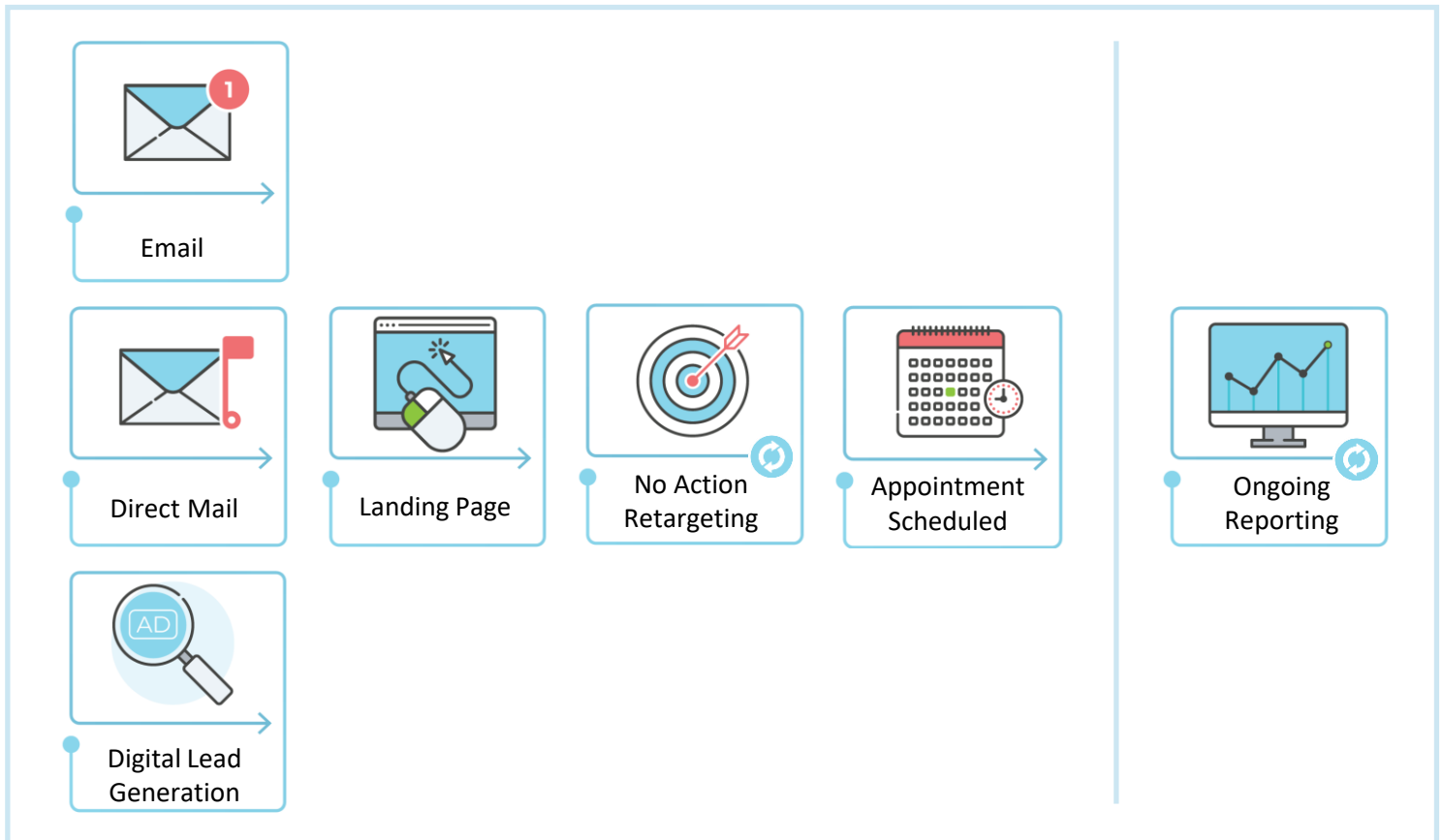


Additional Services Along the Patient Journey

Identifying a patient with the right message at the right time along their specific journey can be a key factor when it comes to re-engaging a patient, or simply expanding the breadth of services they and their families use within your health system. Campaigns can be built to focus on a variety of topics including:

- No Primary Care Physician
- Children in the household who are not aligned with a pediatrician
- Co-morbidities/Risk Factors - for example, providing heart risk assessments to those at risk
- ER “Misusers”

Patient Engagement & Retention Campaigns



Strategy: Retention

A monthly, automated (trigger) campaign is customized to your unique needs and market. Desirable targets can be identified and segmented based on age, gender, payor mix, health propensities, risk factors, service line utilization, and more. The campaign can range from a simple email and/or direct mail approach to a comprehensive omni-channel marketing strategy. This has proven to be successful not only as a retention strategy, but also for education about additional services for patients and their families.

Quarterly reporting included:

- Standard email results
- Downstream campaign encounter reporting

Enhancement Options

- Retargeting campaign to non-respondents
- Paid digital campaign
- Integration with a Health Risk Assessment (HRA)
- Campaign landing page development
- Incentive fulfillment program
- Custom reporting

