



Unlocking the Potential of Personalized Healthcare

Patient experiences play a pivotal role in healthcare, as they have a profound impact on patient engagement, satisfaction, and loyalty. In today's digital age, patients expect interactions with healthcare providers to be tailored to their unique needs and preferences, and personalized experiences are crucial to building trust, improving outcomes, and driving patient satisfaction.

Marketing Cloud Personalization empowers healthcare organizations to deliver relevant and timely information to patients, ultimately enhancing patient engagement by harnessing the power of first-party data. It helps streamline the collection and analysis of patient behavioral data on digital properties such as a website, patient portal, and mobile app.

By leveraging this comprehensive information about your patient population, including their relevant encounter data, demographics, and preferences, healthcare providers can offer targeted messaging, relevant content, and personalized support. This personalized communication and content can address patients' specific needs, provide targeted recommendations, and create a more connected and empathetic experience.

In this comprehensive guide, we will explore the art of using Marketing Cloud Personalization to transform healthcare marketing strategies and drive acquisition. We will delve into:

- The significance of personalized experiences in healthcare
- Key considerations for crafting effective patient experiences
- Real-world examples of successful implementations

Marketing Cloud Personalization

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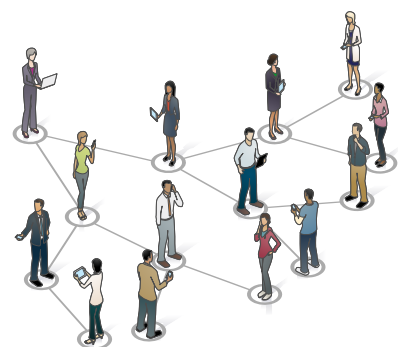
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Collecting and integrating patient data



2

Segmenting strategies



Key elements of effective patient experiences

Crafting patient experiences requires healthcare organizations to consider several key elements. First and foremost, collecting and integrating comprehensive patient data is necessary for creating a holistic view of each individual. By combining data from various sources, such as electronic health records, patient surveys, and digital interactions, healthcare providers can gain valuable insights into patients' needs, preferences, and behaviors.

Segmentation strategies based on patient profiles, medical history, and preferences are essential for targeting the right message to the right patient at the right time. By categorizing patients into relevant segments, healthcare organizations can deliver tailored messaging, personalized recommendations, and customized treatment plans.

Customizing messaging and content is another key aspect of these use cases. Patients want information that is relevant to their specific conditions, treatment plans, and health goals. By tailoring content to address patients' needs and concerns, healthcare providers can enhance patient engagement and empower individuals to take an active role in their healthcare journey.

Real-time personalization is vital for delivering relevant information and support to patients. By leveraging real-time data and behavioral triggers, healthcare organizations can proactively engage patients, provide timely reminders, and offer support at critical moments. This personalized approach helps patients feel cared for, fosters adherence to treatment plans, and improves overall health outcomes.

3

Customizing messaging and content



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Real-time personalization





Marketing Cloud Personalization

Real-world examples of successful patient experience use cases

Implementing these healthcare use cases yields impressive results for organizations that embrace Marketing Cloud Personalization.

USE CASE 1

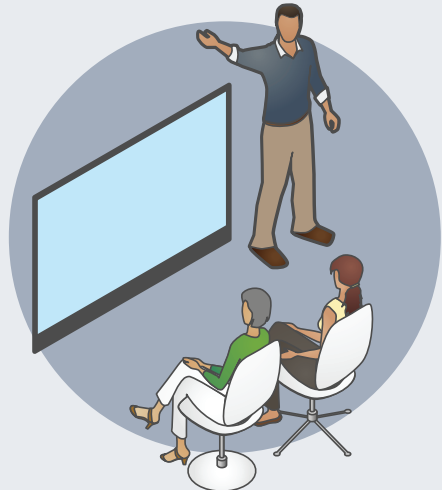
Customizing mobile app experience



Mobile apps have become an essential touchpoint for healthcare organizations to engage patients. Marketing Cloud Personalization allows healthcare companies to customize the mobile app experience based on patient preferences, behaviors, and location. For instance, a healthcare app can display personalized health recommendations, appointment scheduling options, and targeted health education content, leading to higher app engagement and user retention.

USE CASE 2

Tailored patient education materials and resources



With Marketing Cloud Personalization, in combination with Marketing Cloud Engagement, healthcare providers can deliver customized patient education materials based on a patient's specific condition, treatment plan, unique member plan, or self-selected interests.

For example, an email and web-based campaign can provide specific health tips based on a patient's condition or deliver appointment reminders with relevant information. This approach ensures that patients receive the most relevant and helpful information to support their healthcare journey. Combine this with your overall content strategy to drive patients back to your website to explore and convert.

USE CASE 3

Targeted wellness and preventive care campaigns



Healthcare providers can leverage Marketing Cloud Personalization to design targeted campaigns promoting wellness and preventive care. By analyzing patient data, healthcare organizations can identify individuals who may benefit from specific preventive measures or screenings and deliver personalized messages encouraging them to take proactive steps towards better health.

USE CASE 4

Unified patient profile



Marketing Cloud Personalization enables healthcare organizations to create a unified patient profile by integrating data from various sources. This unified view of the patient allows for personalized and consistent experiences across different touchpoints, such as websites, mobile apps, and email campaigns. By having a comprehensive understanding of the patient, healthcare providers can deliver tailored content and recommendations, leading to improved patient engagement and satisfaction.

USE CASE 5

Personalized website experiences



Healthcare organizations can leverage Marketing Cloud Personalization to personalize their website content and landing pages based on their unknown or known patient audience. By leveraging data such as location, browsing history, and previous interactions, marketers can dynamically adjust the content displayed to match the patient's interests and needs. This customization helps improve engagement, increases the likelihood of conversions, and provides a more seamless patient experience.

A healthcare website can be personalized in the following ways:

- o Adding a call to action for someone who doesn't have a primary care provider
- o Highlighting specialists near the patient's location
- o Promoting content based on encounter data or website search, such as providing information on sinus infections based on a recent urgent care visit or search
- o Highlighting relevant location data, including closest office and when they open

salesforce

Marketing Cloud
Personalization

Implementing patient experience use cases with Marketing Cloud Personalization

Implementing these use cases requires careful planning, data integration, and consideration of privacy and security. In addition, we recommend a collaborative approach involving marketing, IT, and clinical teams. These teams should work together to define use cases that align with patient-centric objectives and healthcare goals.

Let's look at a few keys to success to consider before diving into the personalization deep end.

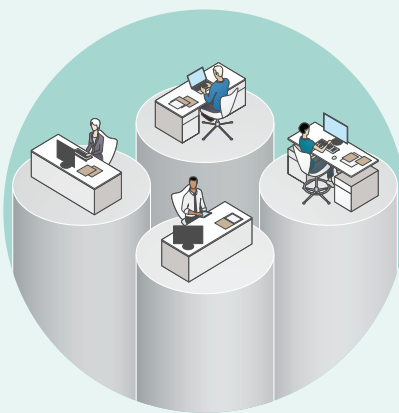
Define clear objectives and target audience



Before implementing Marketing Cloud Personalization, healthcare organizations should establish clear objectives and identify their target audience segments. Understanding the goals of personalization and the specific patient groups to focus on allows marketers to develop personalized content strategies that align with organizational objectives.

Tightly align business goals and patient experience use cases. This ensures synergy between your business goals and the capabilities of the Marketing Cloud Personalization platform. These items shape the breadth and depth of your Marketing Cloud Personalization engagement.

Data integration and fragmentation



Healthcare data is often fragmented across various systems and platforms. To achieve effective personalization, organizations need to integrate data from disparate sources into the Marketing Cloud platform. This requires data governance strategies, data mapping, and integration tools to ensure a unified view of patients and enable seamless personalization across channels.

Collect and leverage data effectively



Data integration and security considerations are critical to building a robust foundation for personalized patient experiences. Healthcare organizations must prioritize patient data privacy and security when implementing Marketing Cloud Personalization.

Compliance with data protection regulations, such as GDPR and HIPAA, is essential. A recent HHS bulletin emphasizes healthcare companies doubling down on compliance efforts, as third-party tracking technologies may expose patient data. It tackles webpage tracking, mobile tracking, and HIPAA compliance with third-party trackers.

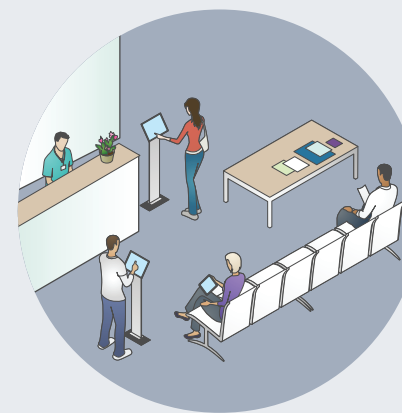
Marketing Cloud ensures security of PHI while delivering personalized experiences and tracking analytics. Salesforce offers BAAs that enable compliant services for covered entities and handling PHI with integrity. Marketers no longer have to compromise marketing power for HIPAA compliance.

Patient consent and preference framework



Healthcare organizations must obtain patient consent, clearly communicate data usage and privacy policies, and provide mechanisms for patients to control their data. Transparency and ethical considerations are essential to building trust with patients and maintaining the integrity of personalized patient experiences. Before implementing Marketing Cloud Personalization, be sure to discuss your consent capture process and how it will integrate into your current and future state technology footprint.

Create consistent and cohesive patient experiences



Healthcare organizations should strive for consistency and cohesion across all personalized touchpoints. Whether it's email, web, mobile apps, or social media, maintaining a unified brand experience reinforces the organization's identity and builds patient trust. Personalized content should align with the overall brand voice and visual identity, ensuring a seamless and recognizable patient experience.

Resource and skill constraints



Implementing Marketing Cloud Personalization may require additional resources and specialized skills. Healthcare organizations should assess their internal capabilities and consider partnering with experts or agencies with experience in personalization and Marketing Cloud platforms. Training internal teams or hiring specialized talent can help overcome skill gaps and maximize the potential of personalization efforts.

Measuring the impact of personalized patient experiences

Measuring impact is pivotal to demonstrating the value and effectiveness of Marketing Cloud Personalization. Key performance indicators (KPIs) can include patient satisfaction surveys, patient engagement metrics, health outcome measurements, and financial indicators such as return on investment. By tracking patient satisfaction, healthcare organizations can gauge the impact of personalized experiences on patient perceptions and loyalty.

Marketing Cloud Personalization surfaces performance trends and useful insights across your touchpoints, helping you understand who your patients are, how they behave, and how they respond to personalized conversations. Personalization can also expose campaign statistics data for capture by third-party analytics platforms such as Adobe Analytics and Google Analytics, taking into account the legal considerations of the aforementioned HSS bulletin.

Marketing Cloud Personalization provides robust white box machine learning capabilities. By using deep contextual and behavioral data to determine individual affinities and intent, the Personalization application empowers marketers to create maximally relevant segments and deploy AI-powered product and content recommendations, next best offers and actions, and personalized experiences on a one-to-one basis across channels and with real-time relevance. It gives users the ability to test and tune machine learning functionality through a business user-friendly interface.

AI-driven personalization in healthcare and life sciences

Marketing Cloud Personalization uses predictive AI to revolutionize patient care and operational efficiency. Through personalized experiences and targeted campaigns, this solution transforms healthcare engagement and sets the stage for a patient-centric future with:

AI-driven journey triggers

Marketing Cloud Personalization uses AI decisions to trigger real-time, contextually relevant experiences to personalize the patient experience throughout their healthcare journey, with the key goal of connecting with each individual at the 1-to-1 level. By leveraging behavior, history, and patient data, healthcare companies can deliver predefined journeys that build brand awareness and engage in the moments that matter based on real-time interactions.

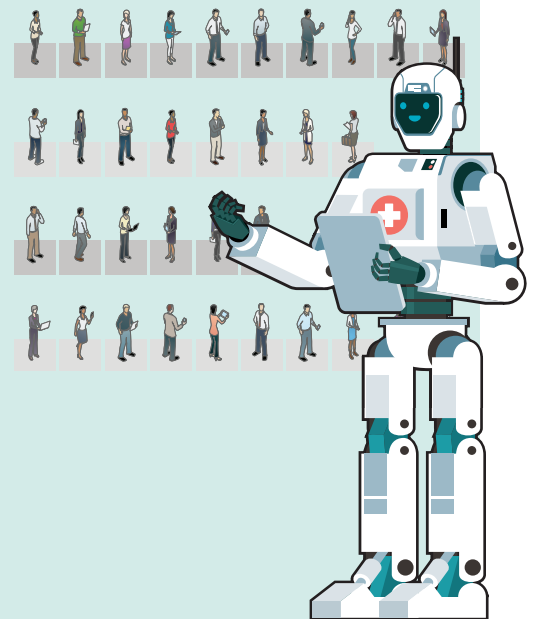
AI-automated offers for personalization

Einstein Decisions introduces a contextual bandit algorithm to elevate relevance. Fueled by real-time/historical data and logic, it identifies dynamic offers throughout the patient journey. Continual feedback enhances the algorithm's ability to optimize decisions across websites/apps, ensuring engagement.

AI test and learn for continuous optimization

Optimizing web and app experiences becomes seamless with AI-powered A/B and multivariate testing. Leveraging real-time, behavioral, contextual, and historical data, Marketing Cloud Personalization targets tests based on segment membership or rule-based triggers. Confidence in decision-making is bolstered through randomized tests using Bayesian modeling, allowing healthcare providers to assess confidence levels for out-of-the-box and custom KPIs. The integration of data facilitates holistic personalization optimization across various channels, including websites, mobile apps, emails, and service/sales interactions.

In essence, Marketing Cloud Personalization emerges as a strategic ally for healthcare marketers, bringing AI-driven capabilities that align seamlessly with the industry's demands.

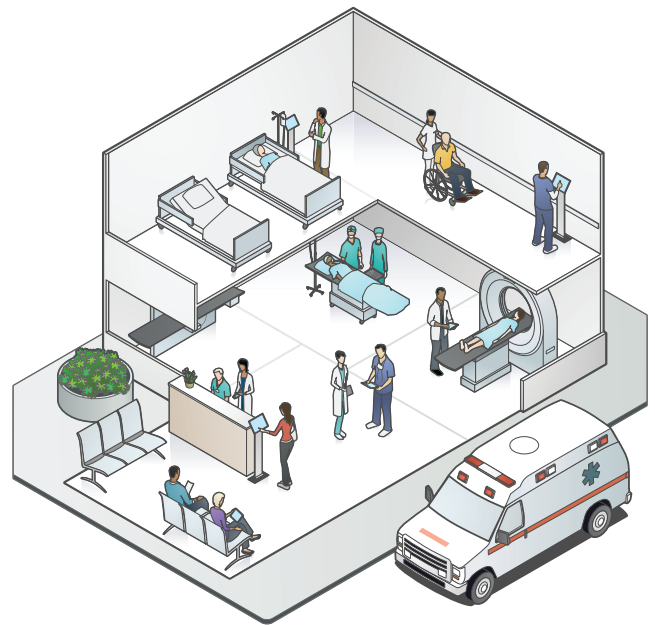


Conclusion

Personalized patient experiences have the power to transform patient engagement, satisfaction, and outcomes. By harnessing the capabilities of Marketing Cloud Personalization, healthcare organizations can deliver tailored messaging, relevant content, and personalized support to patients.

The art of implementing patient experience use cases in healthcare lies in understanding patients' unique needs, leveraging comprehensive patient data, and designing targeted interventions. With careful planning, collaboration, and adherence to privacy regulations, healthcare providers can unlock the full potential of Marketing Cloud Personalization to create exceptional personalized patient experiences and drive improved healthcare outcomes.

By partnering with healthcare technology consultants like Silverline, healthcare organizations can navigate the complexities of implementing patient experience use cases and maximize the value of Marketing Cloud Personalization. With Silverline's expertise, guidance, and support, healthcare organizations can elevate experiences and revolutionize the way they engage with patients, ultimately leading to better health outcomes and patient satisfaction.



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