

Oracle Marketing Cloud for Healthcare Providers

“At Jackson Healthcare, we seek a participative dialogue with hospital executives, physicians, nurses, allied health professionals, and policymaker. Oracle Marketing Cloud gives us a systemic infrastructure for distributing and measuring content in ways that propel our strategy and storytelling.”

*Keith Jennings
Director of Marketing and
Content Strategy
Jackson Healthcare*

Oracle Marketing Cloud helps marketers at healthcare providers to systematically design and deliver relevant marketing content that promotes stakeholder awareness, improves patient and physician engagement, provides a mechanism to support compliance and audit requirements, increases revenue, and enhances community engagement.

KEY CHALLENGES

Healthcare provider marketers face unique challenges. The urgency to maximize revenue in a highly regulated and competitive market makes it painfully clear that conventional marketing methods which simply deliver generalized information are not enough—personalization is key across all audience segments. Healthcare marketers struggle to deal with:

- Performance around physician referral efforts – Medical groups need to execute more effective strategies to enhance referral capture.
- Increase in digital channels – 30% of HCPs want marketing content delivered via digital media instead of in personal meetings. And they want to review materials at their own convenience.
- Rise in influencers and stakeholders – The changing healthcare industry now requires orchestration of compliant communications to employees, KOLs, office staff, payers, and other influencers across in-person, digital, and social channels while measuring success.
- Stiff penalties for non-compliance – Marketing teams need to deploy approved messaging across all channels and need the means to track message views.
- Organizational collaboration – The rise in digital channel usage requires integration of in-person dialogues and interactions with digital promotions to reach patients, physicians, and the community with compliant and consistent messaging.

To achieve competitive advantage, healthcare marketers must replace past methods and begin the journey to Modern Marketing where marketing technology and expertise deliver the power they need to succeed.

MARKETING SOLUTIONS FOR HEALTHCARE PROVIDERS

Oracle Marketing Cloud for Healthcare Providers mitigates the key challenges for healthcare providers while raising the performance of their organizations. Modern Marketers can take advantage of these capabilities and use cases:

- **Patient Engagement**
- **Population Health Communications**
- **Fundraising Efforts**
- **Physician Engagement**
- **Employee Communications**
- **Managed Communications**

Oracle Marketing Cloud for Healthcare Providers offers leading tools and solutions:

- **Data washing machine** – Enjoy one-click integration to leading CRM vendors and the ability for data standardization and hygiene using the cloud.
- **Campaign canvas** – Use simple powerful white boarding to create multi-channel campaigns.
- **AppCloud for marketers** – Easily integrate social media, direct mail, and other connectors in one click choosing from more than 100 apps.
- **Secure hypersites and landing pages** – Use data from e-mail responses, social networks, look-alike data models, and online behaviors to build personalized dynamic microsites or landing pages to help build exceptional experiences.
- **Engaging email templates** – Give your marketing and sales teams the ability to send targeted, trackable, and measurable campaigns from an iPad or web browser with preapproved content and templates. Increase agility while improving visibility.
- **Insight features of Oracle Marketing Cloud** – Track how marketing efforts are driving engagement and ultimately wallet share. Produce high-level dashboards and drill into specific details by campaign.

TRACK COMPLIANT COMMUNICATIONS

Oracle Marketing Cloud for Healthcare Providers features compliance capabilities that enable administrators to configure the system to route campaigns for approval by compliance teams, encrypt all outgoing communications and then save a copy of every communication sent through the system to a destination of your choice.

EXTEND RELATIONSHIPS ACROSS CHANNELS

Oracle Marketing Cloud enables healthcare providers to create and send highly personalized communications

across a diverse set of personas. Segment content by both recipient personas and population health categorizations. Automated campaigns use social, profile, and website data to send communications for immediate engagement when target audiences are most interested.

REDUCE MARKETING PROGRAM COSTS

Marketing campaigns can be complex, time-consuming, and expensive. Oracle Marketing Cloud for Healthcare Providers makes it easy with intuitive templates and workflows. Manual campaign tasks can be eliminated and replaced with Modern Marketing methods across print, e-mail, website, and telemarketing channels.

INCREASE FOCUS WITH IMMEDIATE INSIGHTS

Digital Body Language and website activities turn insights into opportunities. Take advantage of prospect profile information for immediate awareness to trigger personal responses aligned to the process with content in context.

USE EDUCATION TO MAKE A DIFFERENCE

Education programs focused on risk mitigation can reduce claims, cut costs, and improve retention. With Oracle, healthcare marketers can specifically target education programs and campaigns based on profile information.

GAIN VISIBILITY AND MEASURE RESULTS

Aligning marketing efforts with results can be difficult. Oracle makes it easy with the Insight feature, a comprehensive marketing reporting and analytics component of Oracle Marketing Cloud for Healthcare Providers. Insight puts powerful reporting and website analytics at a marketer's fingertips, providing valuable information and easy-to-understand dashboards that quickly assess marketing impact.

HIGHLIGHTS FOR HEALTHCARE PROVIDERS

- **Agile marketing automation for modern healthcare providers.** Build agile persona-based marketing campaigns and execute across all channels.
- **360° customer view for dynamic targeting and segmentation.** A unified marketing database enables out-of-the-box integration with leading CRM systems such as Oracle Sales Cloud, Salesforce.com, Microsoft Dynamics CRM, and Oracle's Siebel CRM On Demand.

- **Sales and marketing collaboration.** Customer marketing profiles integrated with CRM applications enable sales to engage with customers on mobile devices with compliant communications.
- **Compliant multi-channel communications.** Brand teams can deploy compliant messaging across all channels. Sales reps can send approved e-mail templates to their customers. Rely on secure automation with automatic archiving of all messages for auditing purposes, controlled user access, dedicated IP, single sign-on, and secure websites.
- **Oracle Marketing AppCloud.** With more than 100 apps, Oracle Marketing AppCloud enables you to evaluate and integrate marketing, sales, and social media applications into Oracle Marketing Cloud.

CUSTOMER SUCCESS: OUR KEY DIFFERENTIATOR

- **Oracle account team.** Customers benefit from support, success, and expert teams knowledgeable in marketing best practices and implementation.
- **Professional services and certified partners.** Oracle and its partners offer a range of professional services to support your implementation.
- **Ongoing certification through education.** Oracle offers classes to expand your understanding of marketing best practices and technical knowledge.
- **Topliners community.** Join the growing community of thousands of Modern Marketers using the Oracle Marketing Cloud.

KEY FEATURES

- Easily create agile multi-channel digital campaigns.

- Create secure microsites and landing pages. Tag your own microsites and include them in campaigns and programs.
- Build or import compliant email templates, forms, and landing pages.
- Securely track e-mail views, form views, and landing page activity for a 360° view of audience interactions, engagement, and outcomes.
- Measure and track audience Digital Body Language, score behaviors, and progressively nurture segments to your desired results.
- Rely on reporting and dashboards to measure digital campaign effectiveness.

KEY BENEFITS

- Connect cross-channel, content, and social marketing with data management and activation.
- Target hard to reach healthcare professionals and providers to deliver personalized and relevant messages across all channels.
- Build a library of best practice templates and dynamic content to send highly personalized communications.
- Nurture and automatically drive healthcare professionals, patients, physicians, and more across relevant audience journeys with content in context.
- Easily whiteboard and execute cross-channel campaigns across all touch points.
- Deploy marketing approved messaging to all channels and track views, opens, downloads.
- Integrate with leading CRM systems and other internal data sources for marketing and sales collaboration.

About Oracle Marketing Cloud

Modern Marketers choose Oracle Marketing Cloud to build customer obsessed cultures, create and manage ideal customers, and power revenue performance. They are transforming marketing by truly knowing the customer, engaging with cross-channel marketing, and achieving data driven accountability. Integrated information from cross-channel, content, and social marketing with data management and activation along with hundreds of app and data partners enables them to target, engage, convert, analyze, and use award-winning marketing technology and expertise to deliver personalized customer experiences at every interaction.

Learn more at: oracle.com/marketingcloud

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