DIGITAL MARKETING FOR A CRO

Bob Durham

President – Healthcare

@patternrelevent

Guy Iannuzzi

President

Agenda

1. Introductions

2. Digital Marketing

   Brand Staging

   Data Models

   Response to change

   Triangulation

3. Case Studies

4. Q & A

INTRODUCTIONS

Allurdata

Mentus

ALLURDATA

Information Exchange

☐ Healthcare

☐ Asset Management

Population Health
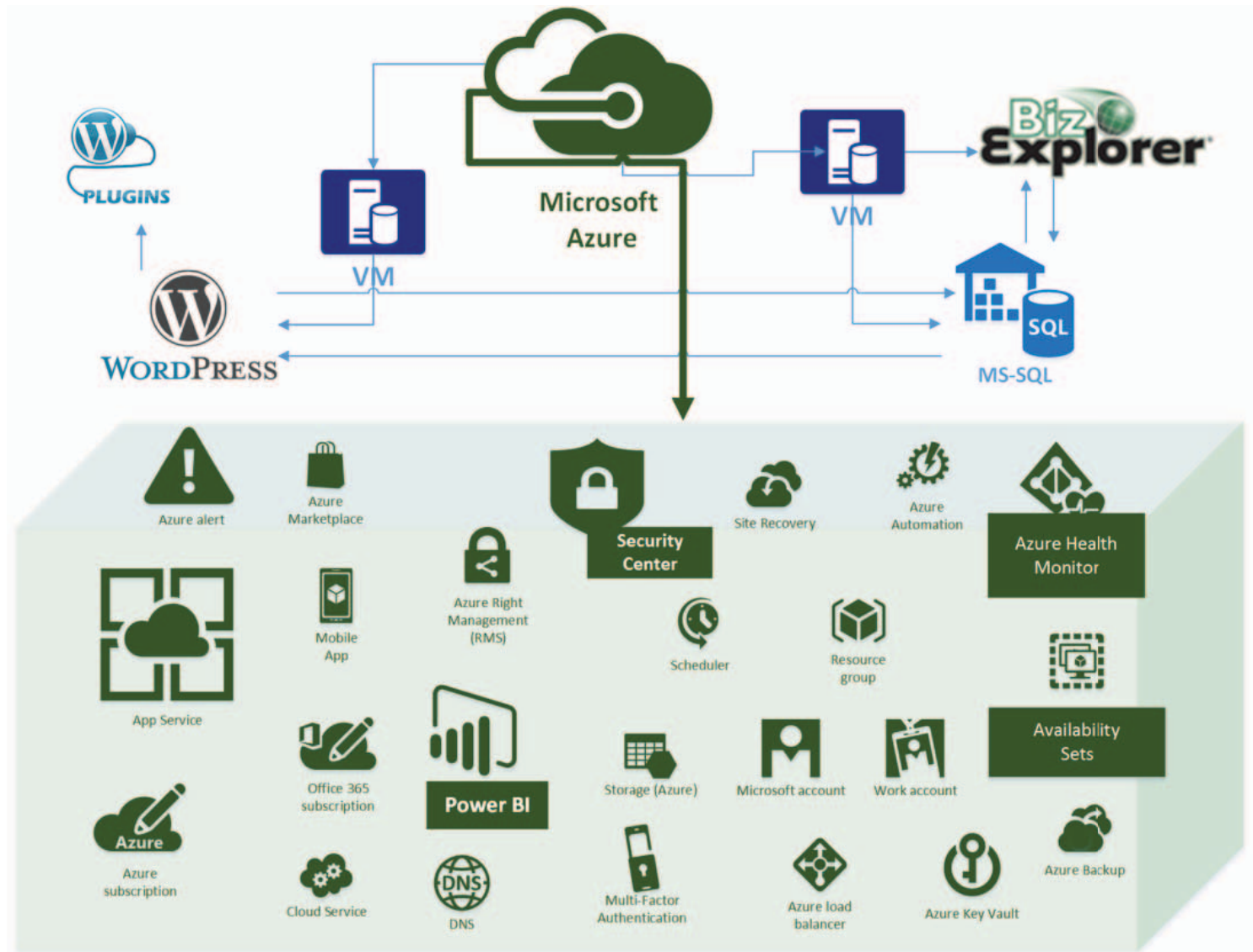
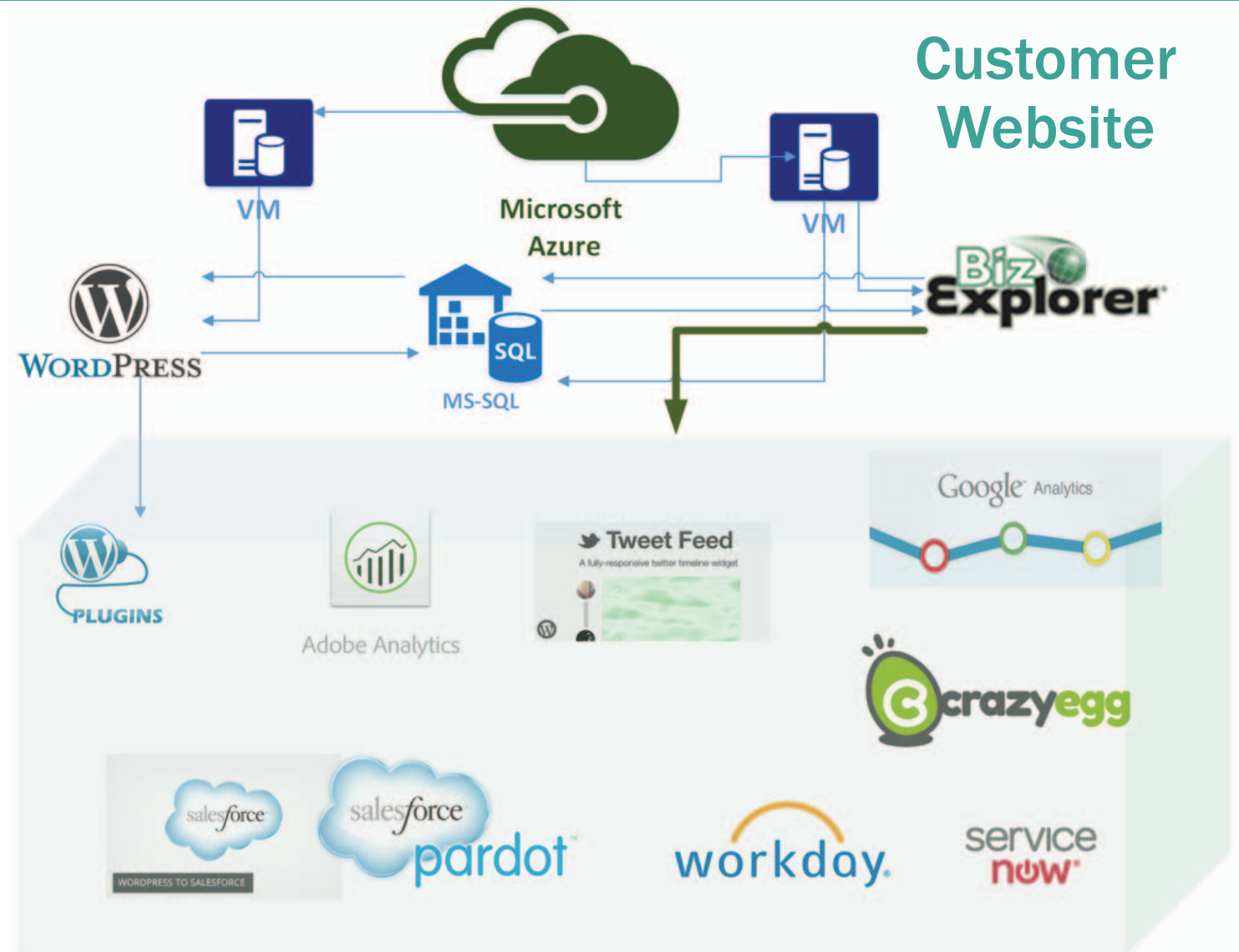☐ Predictive Analytics

☐ Destination Health

ALLURDATA

Connecting communities to better health by amplifying community data through our innovative modeling to make better decisions.

Allurdata Technology Platform

Allurdata

Extensions

Customer
Website

Allurdata

Allurdata's innovative SaaS technology provides access to healthcare data by delivering quality actionable intelligence healthcare providers can rely on to manage the cost of care, identify total case improvement and drive improved patient outcomes.

This integration of real-time healthcare and socio-economic data will drive people to better outcomes at a lower cost.

Services:
- Data Normalization
- Data Analytics
- Custom Applications
- Asset Management
- Enterprise IT Service

Bob Durham, President

Drives business development in health information exchange & accountable care organization sectors; manages market growth in venue health medical tourism joint ventures.

His experience with expanding predictive analytics and population health service line verticals has amplified these strategic niche market positions.

- President of Market Staging Inc.
- Senior Consultant/Clinical Excellence, for Health Grades Inc.
- Director of Sales at CPR-Technologies, Inc.
- VP of Business Dev. at Medical e-Commerce SG, Inc.
- CIO of Versatile Information Products, Inc.
- VP of Operations, EDIX Corp.
- President/CEO, Med-Type of California, Inc. (Aegis).

mentus

Mentus is a creative agency serving the needs of life science market leaders, from emerging growth companies to Fortune 500 corporations. Benefitting from 35 years of biomedical experience, we are a proven turnkey marketing partner with over 15,000 projects.
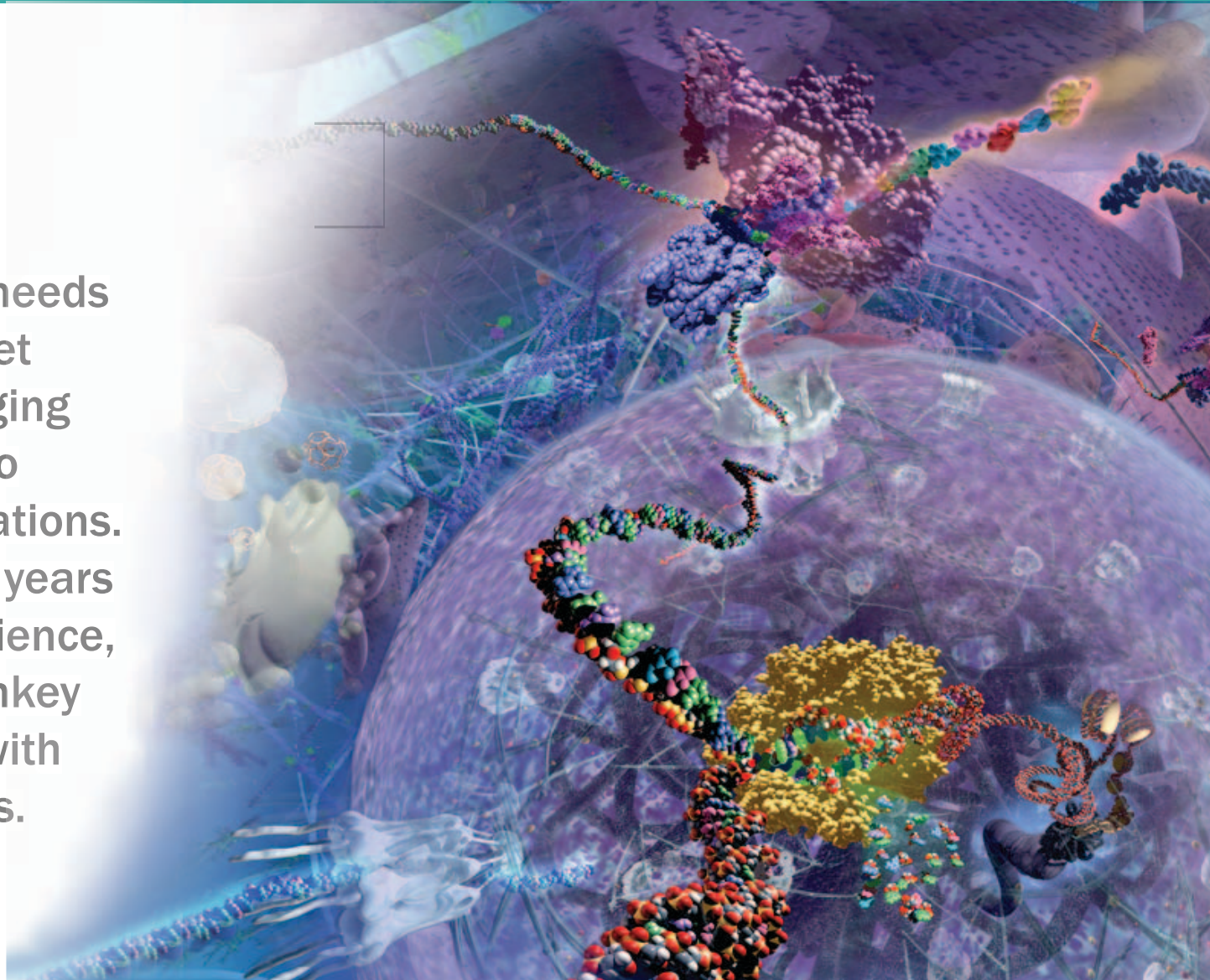
Branding + Strategy

☐The Mentus process combines positioning, messaging, and design by bringing a strategic, comprehensive approach to strengthening brand value.

☐Brand audits
☐Naming
☐Brand messaging
☐Brand identity / guidelines
☐Collateral
☐Environmental graphics
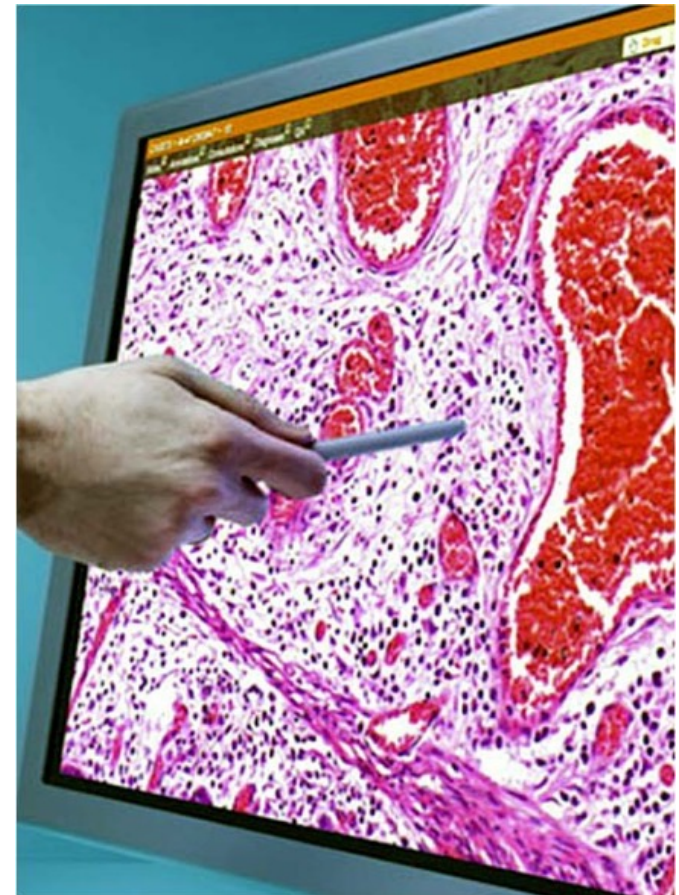
Marketing + Advertising

Our marketing experience encompasses company and product launches, corporate image and behavioral campaigns. Our ROI has driven extraordinary success.

- Digital Marketing
- Advertising
- Media Planning and Buying
- Email Campaigns
- Direct Mail Campaigns
- Trade Show Support

Websites + Video

Our websites follow best practices. We incorporate messaging with architecture, design, content and responsive programming that incorporates SEO as well as ADA compliance when needed.

Our videos cover the spectrum from medical advocacy to investor funding presentations.

Our Emmy award-winning interactive team has deep experience creating websites and videos for both customers and investors.

9/28/17

![Allurdata Healthcare Solutions logo]

![mentus logo]

Investor Messaging

☐ Building brand value anywhere in a company's lifecycle is our strong suit whether a startup or preparing for an acquisition.

☐ Mentus has supported nearly 150 IPOs and ultimately delivered over **$81 BILLION** in M&A success.

☐ Investor Messaging
☐ Annual Reports
☐ CSR reports
☐ Investor Websites
☐ Investor Presentations
☐ Analyst Day Support
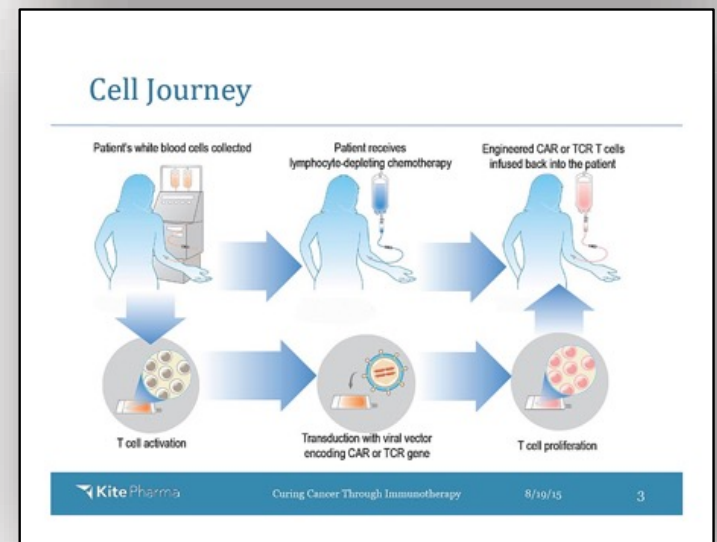
Guy Iannuzzi
President,   Mentus

☐ Guy founded Mentus in 1981, oldest biomedical marketing agency in Southern California, and helped launch the San Diego biotech cluster in 1981.

☐ Supported nearly 150 IPOs, and 34 of largest San Diego M&As have been Mentus clients

☐ Founding board member of BIOCOM, the premier California bioscience industry group. His board service includes ACRP, the American Institute of Graphic Arts (AIGA), the International Aerospace Hall of Fame, Project Concern International, the Corporate Directors Forum, San Diego State University and UCSD. Guy has presented worldwide concerning biotechnology marketing and cluster development, including Europe, Russia, Latin America and Asia

☐ Five decades of corporate marketing

  ☐ Revell Corporation
  ☐ Summa Corporation
  ☐ Getty Oil Corporation
  ☐ Lockheed Electronics
  ☐ Young & Rubicam

DIGITAL MARKETING

What is it?

What's it good for?

Keys for success

Digital marketing tools

Digital Marketing

☐What is digital marketing?

  ☐"Digital marketing" is the process of building and maintaining customer relationships online.

  ☐Promote activities facilitating the exchange of ideas, products, and services that satisfy the goals of both parties.

  ☐In other words... it's about getting found online.

Digital Marketing

Why this is important to you.

  Generate sales from customers searching the Internet.

  Digital marketing campaigns have 5 objectives.

   Reach the right audience

   Engage with your audience

   Motivate your audience to take action

   Spend efficiently on your campaign

   Get a Return on your investment (ROI)

Digital Marketing

Value of digital marketing over traditional techniques:

- Puts the consumer in control
- Provides convenience
- Increases satisfaction and Drives brand loyalty
- Reduces the selling cycle and cost of sales
- Builds your brand
- Provides targeted results
- It is measurable "and Cost Effective"

KEYS FOR DIGITAL MARKETING SUCCESS

☐ Successful digital marketing is about <u>rapidly responding to changes in consumer behavior</u> with brand evolution and positioning

☐ The average consumer consults 10.4 sources before making a purchase decision (A traveler makes 48 searches for the best deal before booking a flight).

☐ So in a digital world where "attention is the currency," how are companies supposed to break through the noise to win customers' trust?

☐ So there are some good rules to succeed by:

      1. Be there

      2. Be fast

      3. Be right (emotional fit)

      4. Be useful

KEYS FOR DIGITAL MARKETING SUCCESS

1. Be there

☐ To meet the customer where they are, we need to plan ahead and <u>anticipate their behaviors</u>. Make sure you're present where the customer will look for information. Be fresh in those locations, and remember that not all touchpoints are necessarily digital.

2. Be fast

☐ A potential customer is always one click away from a competitors' content. You have 3.47 seconds to engage before they click away elsewhere... The technology running your digital ecosystem needs to be *FAST*.

3. Be right (emotional fit)

☐ Leverage the creativity and emotion of your value proposition into online immediacy, while giving it business relevancy. You should rely on the power of emotional advertising.

4. Be useful

☐ Focus on creating the best content out there—making it truly useful. The ultimate goal is personalization, and having a singular customer view to facilitate more personal conversations. Clever content educates and inspires, not promotes. Offering relevant content makes you a valuable source and it less likely for your prospect to tune you out

Digital Marketing Tools

What does digital marketing consist of?

▢ Website design (user experience)

▢ Search engine optimization (SEO) *

▢ Pay per click (PPC) *

▢ Social media marketing (SMM) *

▢ Email marketing

▢ Display advertising (banner ads)

▢ Affiliate marketing

▢ Content marketing

▢ Online reputation management (ORM)

BRAND STAGING

Image

Message

Response

Brand Staging

☐ The internet is the most valuable tool available to your brand strategy.

☐ **Image** – Use images that speak a thousand words. Choose images that speak directly to your specific audience. Images are impactful and serve as the memory triggers necessary for establishing mind share.

☐ **Message** – Develop and fine tune your **value proposition**. Make it effective online by making comprehensible at a glance. Remember, online you have seconds to connect, not minutes. Be clear and compelling.

☐ **Response** – The web is an interactive media channel. This means your prospect expects to be engaged directly. Whether this response is in the form of an online chat, or an interesting offer and conversion tool, or content sharing tools the visitor can use depends on the nature of the subject matter. **A customer looking for formulation assistance will have completely different expectations than one seeking help enrolling patients for their trial.**

DATA MODELS

Web logs

Google Analytics

Telephone calls

Clickstreams

Social Analytics

Data Models

☐ Determine the *Data Model* best suited to your brand performance measurement objectives, and then tune it to the most effective consumer and business response.

☐ Web logs

☐ Google Analytics

☐ Telephone calls

☐ Clickstreams

☐ Social Analytics

Web Logs

Web logs
- Server weblogs = 75% of daily data; Gartner
- Facebook captures 1.5PB weblog data daily
- Amazon captures 200TB weblog data daily
- Data Points
  - See Adobe Clickstream XLS

Google Analytics

Real-Time

Locations   Traffic Sources

Content   Events

Conversions

Audience

Active Users   Lifetime Value BETA

Cohort Analysis BETA   User Explorer

Demographics   Interests

Geo   Language

Location

Behavior

Technology

Mobile

Custom

Benchmarking

Users Flow

Acquisition

Behavior   Conversions

Discover   Admin

Behavior

Behavior Flow   Site Content

Site Speed   Site Search

Events   Publisher

Experiments   Conversions

Conversions

Goals

Ecommerce

Multi-Channel Funnels

Attribution

Digital Market:
Sessions Indicators

State	Sessions
AZ	10,545
CA	94,431
CO	44,400
DC	4,995
FL	33,300
MA	1,665
NE	6,660
NY	43,290
OR	1,110
VA	58,830
Total	299,226

Telephone Calls

Name

Address

Email

Carrier

Line Type

Secondary Phone

Age, Gender

Household Income

Marital Status

Presence of Children

Home Owner Status

Home Market Value

Length of Residence

High Net Worth

Occupation

Education Level

Twitter Handle & Followers

Facebook Profile & Followers

LinkedIn Profile

Social Analytics

Reach

Impressions
Profile Views
Number of people who saw a post
Number of times a brand was mentioned
Number of followers

Engagement

Likes	Shares
Tweets	Comments
Replies	Clicks
Video plays	

Conversions

Downloads
Sign ups
Sales
New followers

Audience

Interests	Demographics
Lifestyle	Consumer Behavior
Wireless Carrier	Occupation
Income Range	Marital Status
Education Level	Home Ownership
Buying Style	

Views

View whisper

View popular feed

View nearby feed

View latest feed

View other feed

Digital Market: Sessions Indicator Summary by State & Quarter

Social: Aggregates
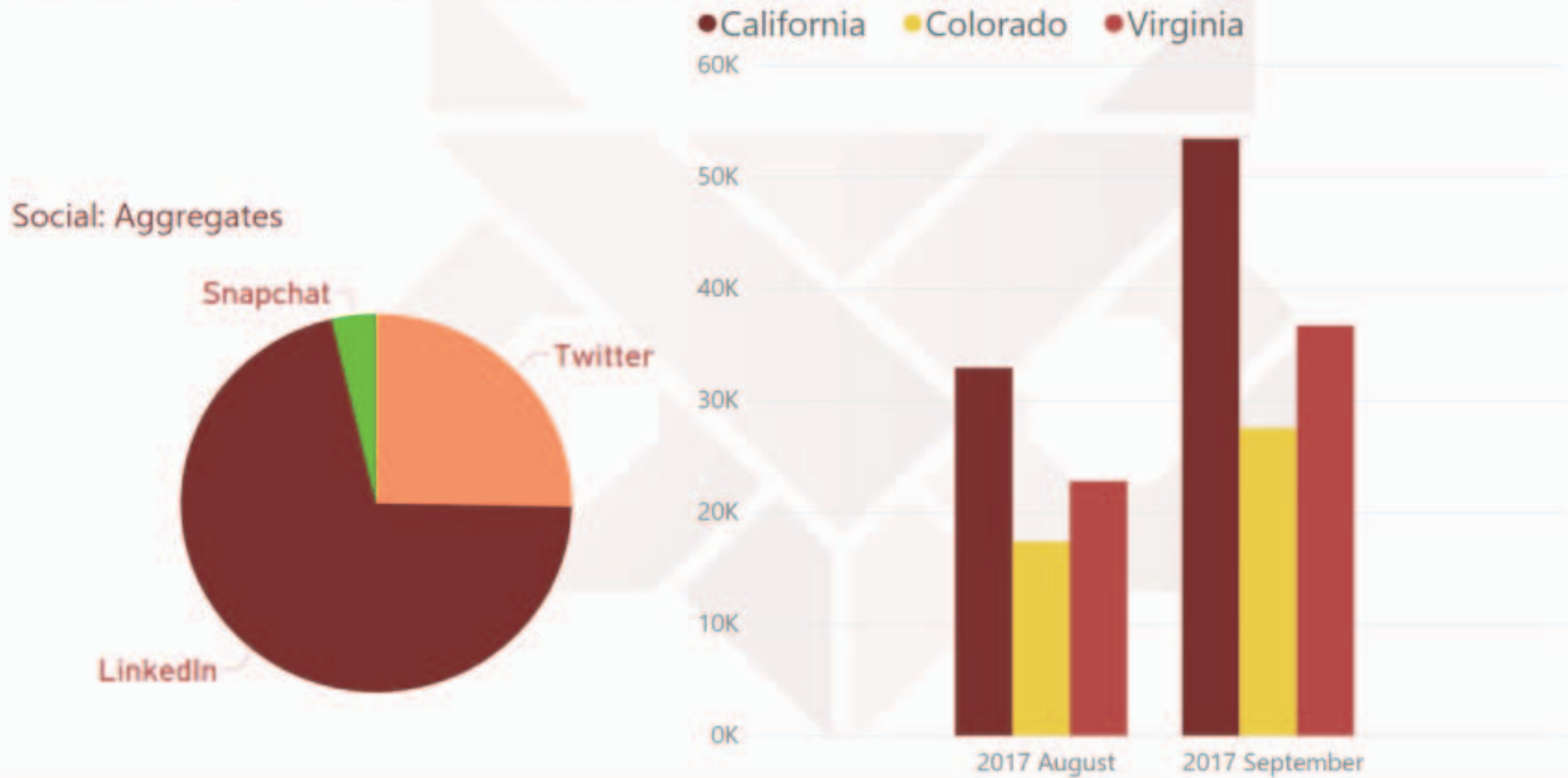
Data Model

Blends: Weblog <=> ClickStream <=> Phone Calls <=> Google <=> Social

Weblog

Clickstream

    Weblog User link to Clickstream

    Weblog Session link to Clickstream

    Weblog Geo link to Clickstream

    Weblog Topic link to Clickstream

Phone Calls

    Weblog User link to Phone Calls

    Weblog Session link to Phone Calls

    Weblog Geo link to Phone Calls

Google

    Weblog User link to Google

    Weblog Session link to Google

    Weblog Geo link to Google

    Weblog Topic link to Google

Social

    Weblog User link to Social

    Weblog Session link to Social

    Weblog Geo link to Social

    Weblog Topic link to Social

Clickstream

Phone Calls

    Clickstream User link to Phone Calls

    Clickstream Session link to Phone Calls

    Clickstream Geo link to Phone Calls

Google

    Clickstream User link to Google

    Clickstream Session link to Google

    Clickstream Geo link to Google

    Clickstream Topic link to Google

Social

    Clickstream User link to Social

    Clickstream Session link to Social

    Clickstream Geo link to Social

    Clickstream Topic link to Social

Data Model

Blends: Weblog <=> ClickStream <=> Phone Calls <=> Google <=> Social

Phone Calls

Google

Phone Calls User link to Google

Phone Calls Session link to Google

Phone Calls Geo link to Google

Social

Phone Calls User link to Social

Phone Calls Session link to Social

Phone Calls Geo link to Social

Google

Social

Google User link to Social

Google Session link to Social

Google Geo link to Social

Google Topic link to Social

Clickstreams - Two levels of clickstream analysis

traffic analytics

server level

how many pages are served to the user

how often the user hits back/stop button

how long it takes each page to load

how much data transmit before user moves on

e-commerce analytics

channel-to-market effectiveness

pages the shopper lingers on

shopping cart puts in/takes out

items the shopper purchases

loyalty program/coupon code use

preferred method of payment

Event Types

Account: login

Notification: Receive notification

Whisper recommendation

View Image

IM Send/Receive

Operating System

Device

Time/Date

Geo-Marker

RESPONSE

Normalize

Active Tuning

Respond to Change

     Consumer

     Business

Normalize

☐In scope

    ☐ Connect data sets with keys

    ☐ Identify where the majority of data connects nicely with keys

    ☐ Save time to produce results using this 'known' data blend

☐Outliers

    ☐ Attempt to connect data sets with keys

    ☐ Identify where the majority of data do not connect nicely with keys

    ☐ Save time to produce results thru focus on high value outliers

        ☐ High cost to support or understand?

        ☐ Heavy resource utilization?

        ☐ Upon learned value worth folding In Scope?

☐Apples to apples (normalize)

    ☐ Highlight analysis where clear connections at the key level exist

        ☐ Apple to Apple

        ☐ Are the apples different colors?

Active tuning

☐Search Engine Optimization

    ☐ Organic

    ☐ Geo-location

    ☐ Brand triangulation

☐Video editing

    ☐ Moment oriented ease

    ☐ Geo-location

    ☐ Brand triangulation

☐Social Media Interaction

    ☐ Source Priority

    ☐ Topic Priority

    ☐ Brand triangulation

☐Platform & Device

    ☐ Content Performance

    ☐ Cross Link Performance

Response to change

☐Consumer Response

☐Business Response

    ☐Video Communication

    ☐Advocate Marketing

    ☐Micro targeting

    ☐Client Feedback

Consumer Response

1. Leverage the unified data model capable of storing all of the data necessary to execute a direct digital response campaign.

    □ Focusing on email data, website data, mobile data, and purchase data can unlock useful, previously unattainable segments and new opportunities for better personalization become easier and faster to actualize; aka be fast.

2. Leverage intricate collection of data by transmitting a video communication with a targeted call-to-action.

    □ The unified model is a benefit only if it can send relevant information and offers to a prospect through a primary direct digital response channel to where they live or work; aka be there.

3. Have all communications tested and optimized.

    □ Good testing and optimization tools help reinforce relevance of the message. Gathering important preference information from a previous online purchase, like an effective social media post subject line or a "buy here" graphic color, helps bring the relevance down to a very personal level; aka be right.

4. Sustain relevance thru content curation informed by the unified model.

    □ As data points are mined to identify cluster profiles you will see new content opportunities building better engagement by leveraging brand triangulation of organization; subject matter expertise; product and geographies.

5. The concept of direct digital response is gaining momentum.

Business Response: Video Communication

☐ Google Posts, GIFs and videos are now published directly to SERP (search engine results pages).

- ☐ On the world's most used web search engine, the first page of Google is a coveted spot for any business engaged in getting their brand and content out.

- ☐ With 65% of population being visual learners, brief and engaging content is what buyers are looking for.

- ☐ Podcasting has been steadily growing in popularity.

- ☐ Video blogging is becoming more prominent in the B2B space. Like podcasting, video creates an ongoing series of episodes with a set focus, as opposed to a one-off approach. Their fluid narratives make them less suspicious of business-related motives or self-promotion. Video shows can be used to create a series of how-to's, tutorials and other educational themes.

- ☐ Podcasts and videos, easily viral and shareable, are a great way to incorporate your brand's narrative through an engaging set of data driven visuals; aka be there.

Business Response: Advocate Marketing

☐ Thanks to the digital revolution, plenty of B2B buyers are now more inclined towards digital touchpoints.

☐ In a survey conducted by Forrester Consulting with Accenture, 75% of B2B buyers researched 25% of their work-related purchases online. This "demand generation" is largely dependent on online references.

☐ This is one of the most effective marketing strategies for B2B that makes use of your existing networks and expands their influence to generate new clients. Since people are more likely to trust someone whom they already know, this is an effective strategy in gaining a steady and stable network.

☐ Advocate or advocacy marketing may be done through physical networking, but it can be just as effective online.

☐ Use data driven site cross-links to strengthen online references that flow from your site and build a sense of community with your customers; aka be right.

Business Response: Micro targeting

Micro targeting is a trend that draws from the unified data model and analytics to better understand your target.

- Enables you to respond in real time with targeted messaging and content personalized to customers' specific needs at the exact time of that need.
- It saves you the time, effort, and even the budget that often goes to taking a wild stab in the dark with a random audience.
- Micro targeting is about improving the client journey through more targeted and relevant 1-to- 1 interactions; aka be fast.

Business Response: Client Feedback

□What better way to target the right marketing strategy than finding out what works and what doesn't, straight from the clients themselves?

- □Including a feedback popup or other feedback mechanism in the strategy you choose to engage in unlocks new data sources.
- □This data could include current trends, market preferences, interesting industry innovations that you can also use as leverage, and other things to help improve your strategy.
- □Once you've figured it out and updated the unified model, they come in handy during events, conferences, and trade shows where you'll be presenting your brand and your knowledge of the industry; aka **be useful**.

TRIANGULATION

Business + Consumer Case Study

Visit Jacksonville

Consumer Case Study

DestinationCare San Diego

Triangulation

Triangulation Works for Brands

☐After all, in today's cluttered marketplace, marketing depends on triangulation:

☐Brands need to **mobilize their base**

-- those loyalists who boast about their offerings on social media and to their friends –

while also **appealing to the mass market** to achieve the kind of sales and support brands chase today.

Triangulation

Non CRO examples:

☐ **Southwest Airlines** is the ultimate challenger brand in its category, but as it has grown, it has had to make changes to its offerings to attract more business travelers, like shifting its popular Rapid Rewards program and offering priority seating to business-class.

☐ But, while it's made these moves, it has aggressively communicated to its loyalists (and everyone else) the ways it is not mimicking other airlines, such as eschewing fees for changing flights or checking baggage, all the while reflecting the personality of its "base" brand loyalists.

☐ Southwest's growth has continued unabated, thanks in large part to its base of boosters, balanced with its broad appeal.

Triangulation

Non CRO examples:

☐ **Harley-Davidson** is another example of a brand that has, over time, retained its rebellious, free-spirited image even while it has established a dominant position within its category and achieved American-icon status far beyond the traditional biker crowd.

Triangulation

Triangulation Metrics:

☐ What is your base? Where do your most loyal customers spend their time with your content? **(Be Right)**

☐ What is your subject matter expertise? How do new customers interact with your authority statements on topic? **(Be Useful)**

☐ When do your loyal customers and potential customers get together on social media? How can you facilitate their interaction? **(Be Fast)**

☐ Where do you customers call home? How well do you connect with them where they live and work? **(Be There)**

JACKSONVILLE FLORIDA

Case Study

Jacksonville Florida promoting value of Medical Tourism

375,000 medical tourists spend $5.2 billion/year

☐ $1 marketing = $390 tourism and $23 in sales tax
☐ Med <u>tourism visitors</u> spend <u>5X</u> typical tourists

Florida allocated $5m to medical tourism

☐ Goal: Attract "high-yield visitors" to the state
  ☐ Tourists spend on hotel stays, car rentals, and more.
  ☐ Florida promoting hospitality culture and climate, while promoting the quality of its medical centers.

Florida's pitch:

☐ If you can get the same or better care here, for the same or better price, why not recuperate from hip replacement surgery with a sunny ocean view?

JaxHealthCenter.com Medical Tourism Session Sources May 2014 - June 2016 (n=17,507)
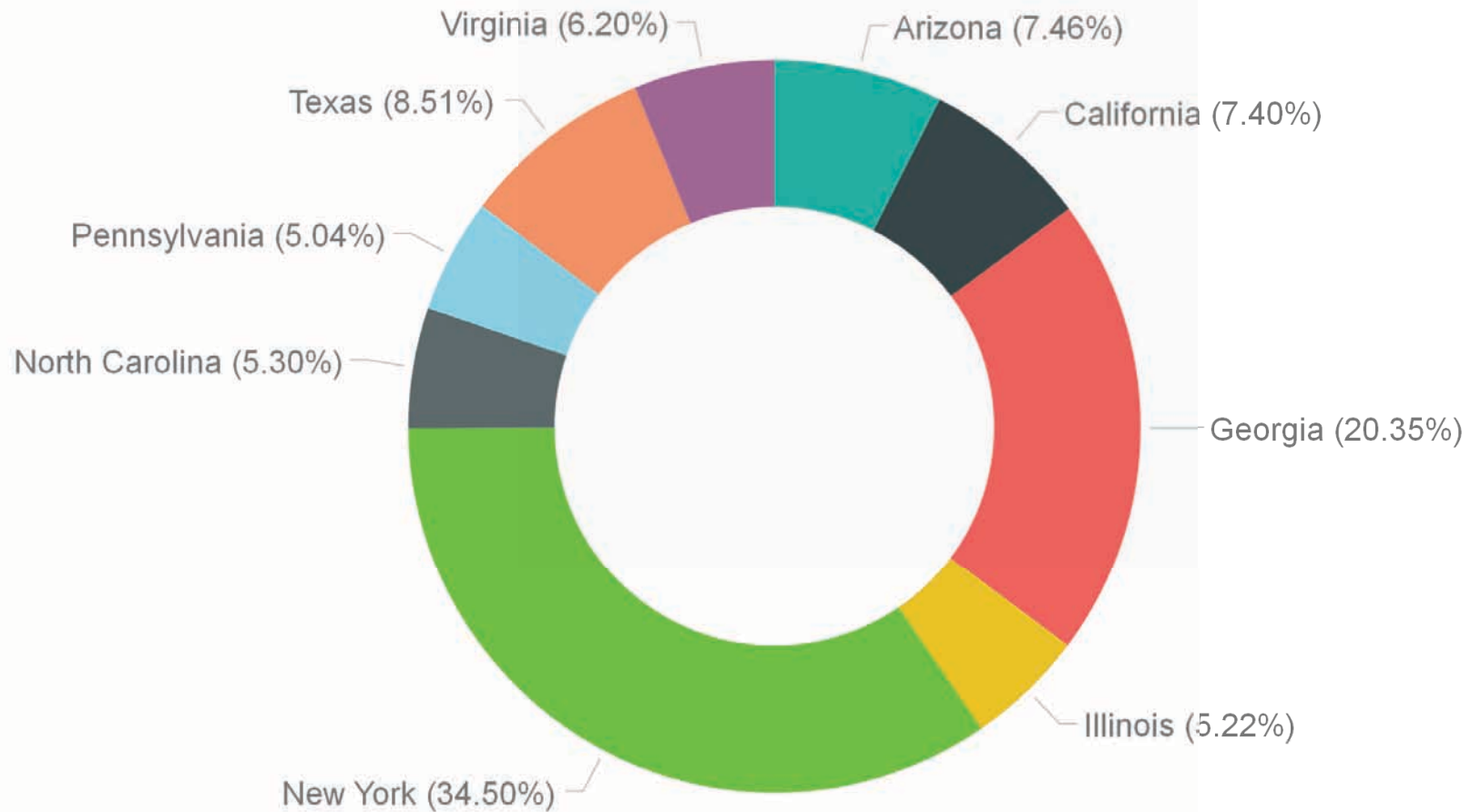
- Virginia (6.20%)
- Arizona (7.46%)
- Texas (8.51%)
- California (7.40%)
- Pennsylvania (5.04%)
- North Carolina (5.30%)
- Georgia (20.35%)
- Illinois (5.22%)
- New York (34.50%)

JaxHealthCenter.com Medical Tourism Session Sources May 2014 - June 2016 (n=17,507)

Tucson (3.67%)
Atlanta (3.52%)
Bay Lake (3.01%)
Orlando (6.80%)
Fruit Cove (2.74%)
Gainesville (2.24%)
Lakeside (2.81%)
Miami (4.58%)
New York City (20.18%)
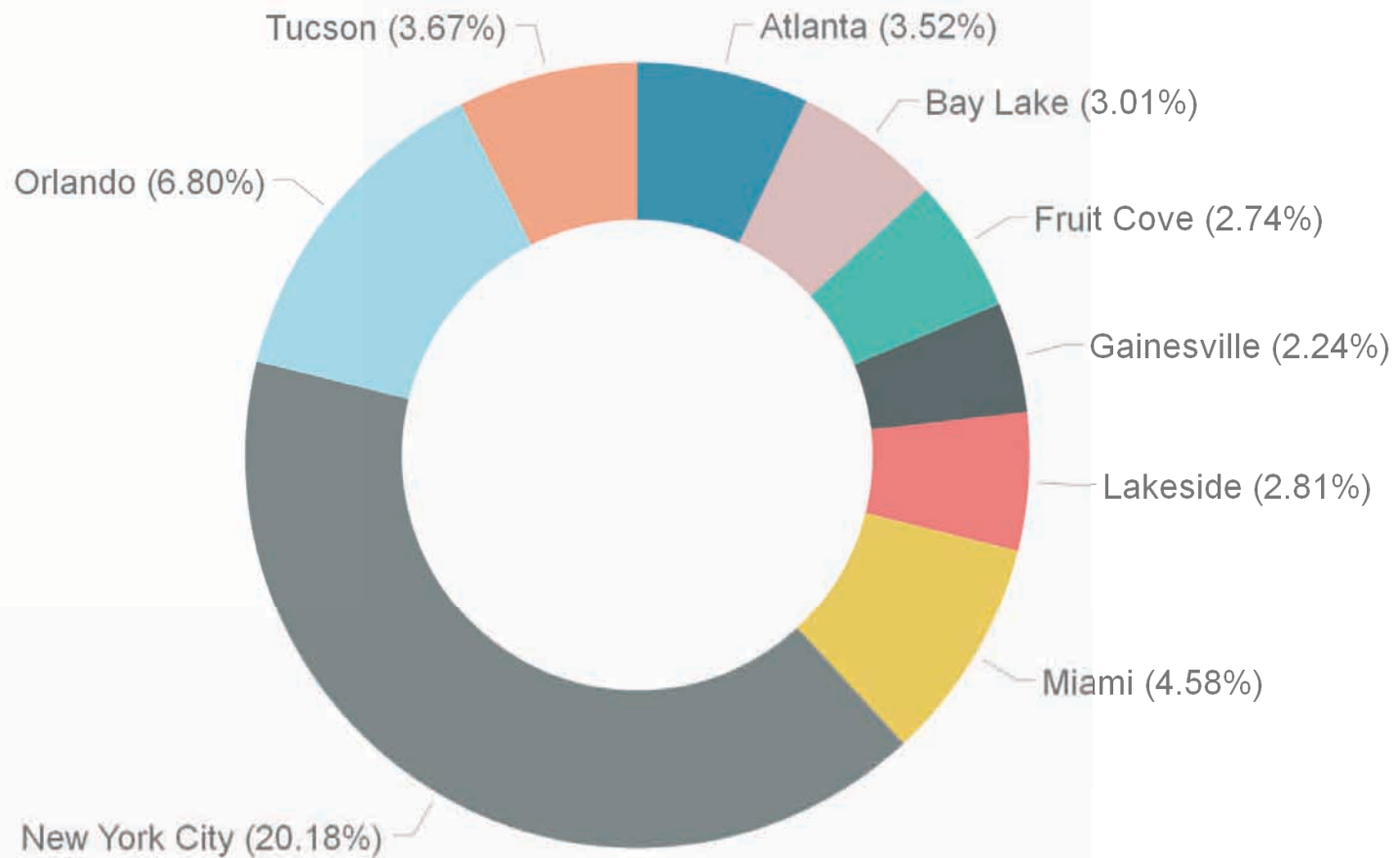
JaxHealthCenter.com Traffic & Referrals May 2014 - June 2016 (n=17,507)

TimeFrame ● May14-June16 ● May14-May15

Source	
keywords-monitoring-your-success.com	
buttons-for-website.com	
flamingolake.com	
onlyinjax.com	
brookshealth.org	
brookshealth.org / referral	
jaxhealth.com	
jaxhealth.com / referral	
memorialhospitaljax.com	
semalt.semalt.com	
madden / display	
memorialhospitaljax.com / referral	
mayoclinic.org	
semalt.semalt.com / referral	
mayoclinic.org / referral	
visitjacksonville.com	
madden / contentli	
visitjacksonville.com / referral	
bing / organic	
yahoo / organic	
(direct) / (none)	
google / organic	

0K   1K   2K   3K   4K   5K   6K   7K

Visit Jacksonville

JaxHealthCenter.com Sessions & YTD Sessions July 2014 – June 2016 (n=17,507)
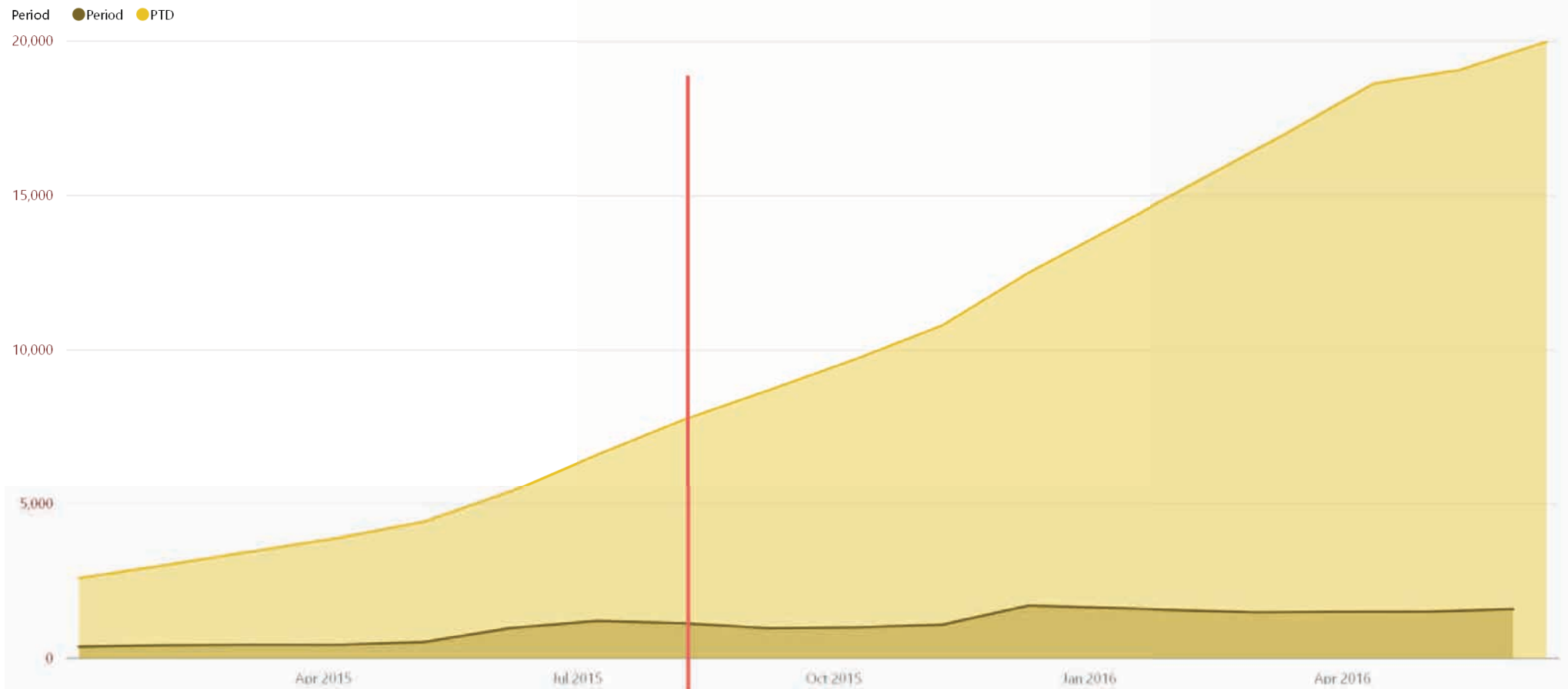
Visit Jacksonville
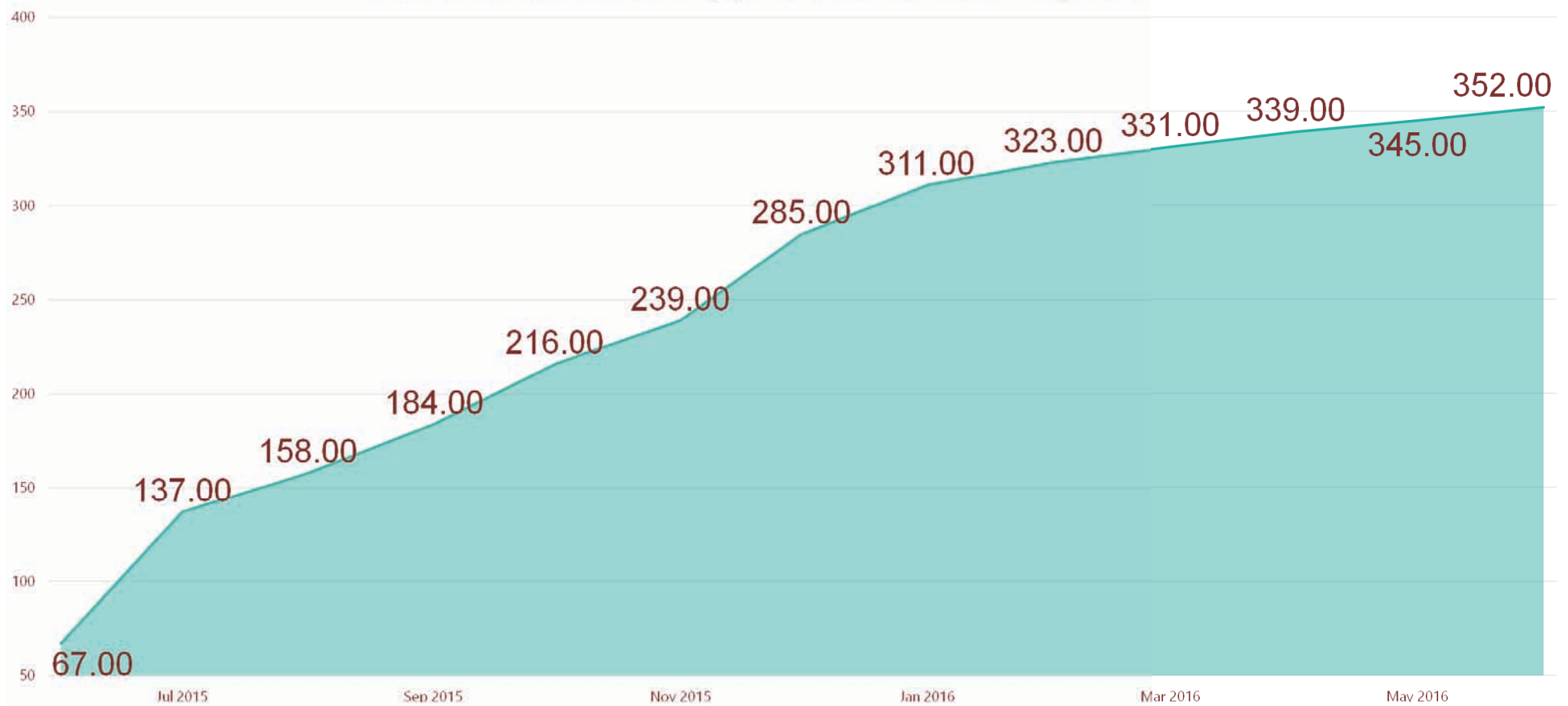
JaxHealthCenter Daily Health Revenue Estimates Per Month

● HighEstimate ● LowEstimate
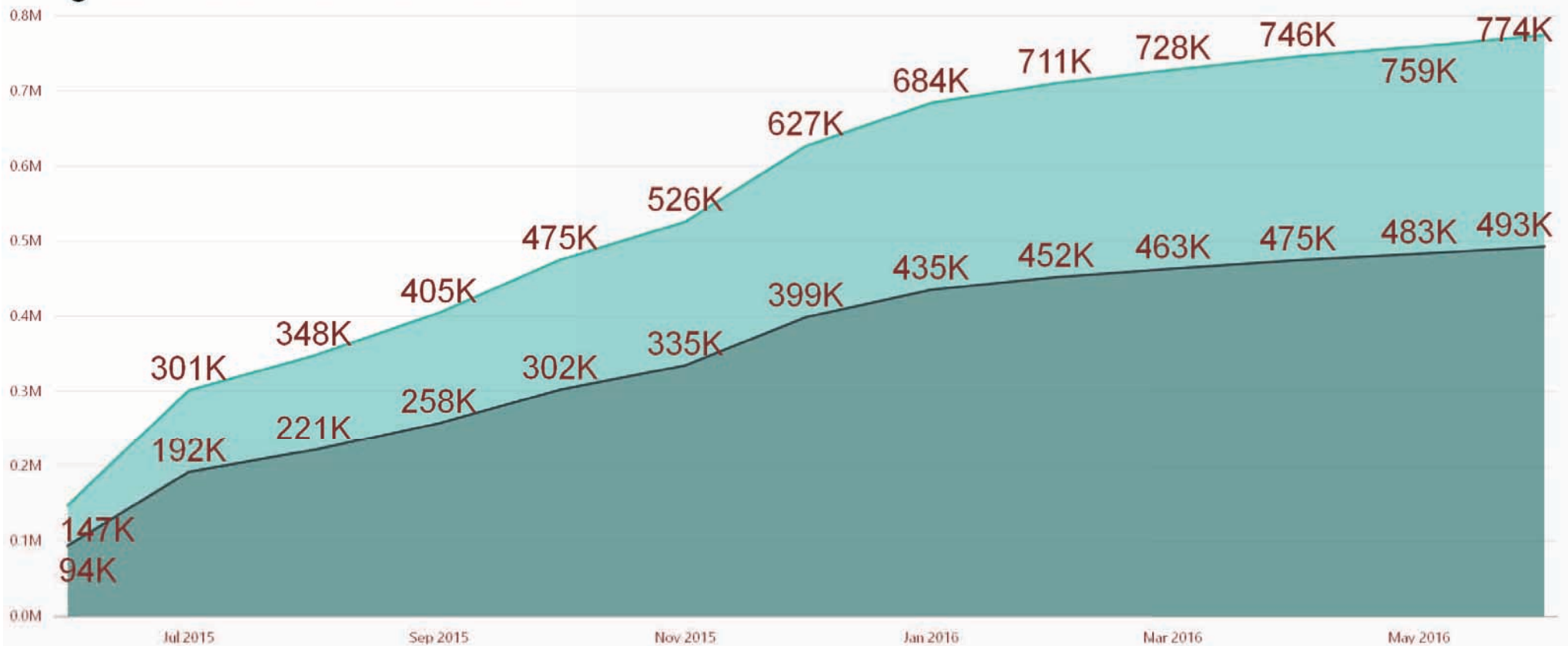
Visit Jacksonville

- 3,000+ New Patients June 2015 thru June 2016
- Room Night Estimates:
  - Low Estimate: 74,000 Room Nights
  - High Estimate: 119,000 Room Nights
- Revenue Estimates:
  - Low Estimate: $5,550,000 in New Revenue
  - High Estimate: $8,925,000 in New Revenue

DESTINATIONCARE SAN DIEGO

Case Study

SAN DIEGO'S MEDICAL TOURISM OPPORTUNITY

- Sharp HealthCare – Nationally recognized
- Scripps Health – Nationally recognized
- UCSD Medical Center – Nationally recognized
- Rady Children's Hospital – One of the leading children's hospitals in the country
- Kaiser Permanente – Membership model gains benefits from halo effect

Advanced Medical Technology
- Renowned medical technology and researchers

Vacation Destination
- One of the most desirable in the world

Access to Key Medical Tourism Markets
- Well situated for domestic and Pacific Rim markets
- Portal to Mexico and Latin America

SAN DIEGO DESTINATION HEALTH PROJECTIONS

YEAR ONE

10,000 to 12,000 New Patients in Year 1

$78.4 million to $162 million New Rev.

322,000 to 483,000 New Room Nights Year 1
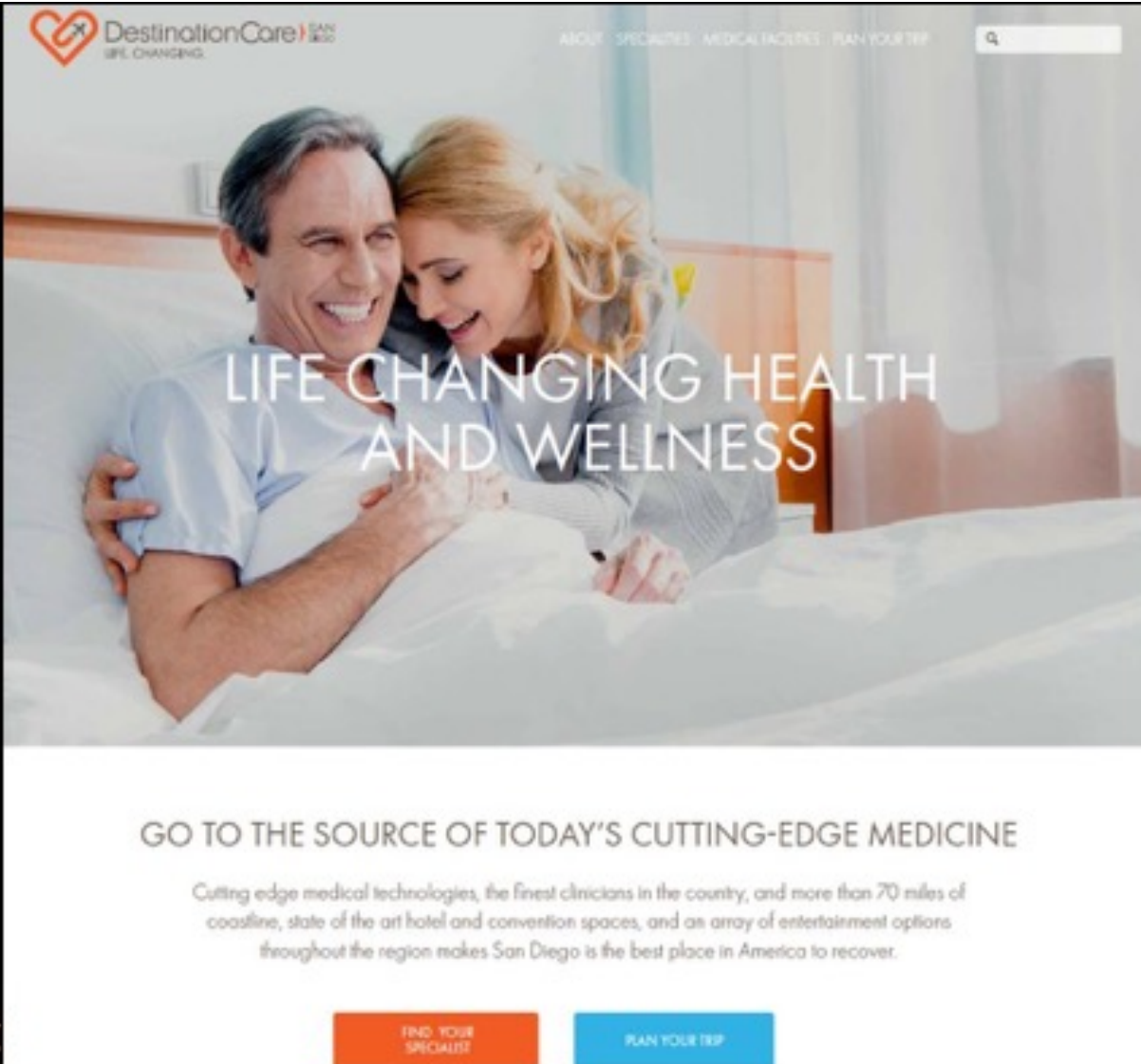
$49.3 million to $74 million New Revenue

SDTA FY2014 Funding:	$21,853,532 (3.13%)
Hotel Room Nights:	4,524,606
x Average Daily Rate:	ADR: $153.13
Total Room Night Revenue:	$692,849,598

Home

GO TO THE SOURCE OF TODAY'S CUTTING-EDGE MEDICINE

Travel
Resources

HelixRank by San Diego Organization (2016/2017)

HelixScore Composites
(calculated mean for selections)

Cancer Treatment – DestinationCare San Diego

www.destinationcare.com/ UCSanDiegoMedicalCenter/cancertreatment

UC San Diego Health has one of the most advanced radiation oncology centers in the nation with the medical devices and the specialized expertise to treat any kind of malignancy. Because of our ability to delivered advanced, specialized care, many (if not most) of our patients are referred to us by other providers.

treatment? Research indicates Cancer patients in the area may benefit from quality outcomes in San Diego, CA.

UC San Diego Medical Center

200 West Arbor Drive
San Diego, CA 92103
www.health.ucsd.edu / appointments

Appointments: Tel: 800-471-9683
Email: appointments@ucsd.edu
Fax: 858-755-4000

UC San Diego Health is home to one of the most advanced radiation oncology centers in the nation. We have the medical devices, including eight linear accelerators, and the specialized expertise to treat any kind of malignancy. Because of our ability to delivered advanced, specialized care, many (if not most) of our patients are referred to us by other providers. We are, for example, the only radiation oncology center in the county that treats children with cancer. Our patients also benefit from our mission and vision as the region's only academic health care center. Every physician within our radiation oncology team is active in peer-reviewed research related to radiation oncology. This emphasis on original research and medical scholarship helps to ensure that our patients will benefit from the best available science and the most current state of understanding of the ever-changing field of cancer care.

Cancer: Lung Cancer	US News Nationally Ranked #5
Cancer: Breast Cancer	US News Nationally Ranked #23
Cancer: Pancreatic	US News Nationally Ranked #16

Featured Physician:

John M.Stoepler, M.D.

Fellow Medical College of University of San Diego

Digital Marketing Strategy:

Rapidly respond to change in consumer behavior with brand evolution and positioning.

1. Be there

- ☐ To meet the customer where they are, we need to plan ahead and <u>anticipate their behaviors</u>. Make sure you're present where the customer will look for information. Be fresh in those locations, and remember that not all touchpoints are necessarily digital.

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