



Consumer Engagement: The Incentive for Strategic Marketing

EXECUTIVE SERIES
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Consumer Perception Is Reality

The healthcare consumer has more information, control and choices than ever before—a result of higher deductibles and copayments, narrower networks, greater transparency into providers’ performance and costs and the proliferation of consumer-facing access points (e.g., free-standing emergency centers). Furthermore, Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) patient perception of care measures represent 25% of CMS’ Value-Based Purchasing (VBP) program. As such, the consumer’s perception of the healthcare provider is an increasingly important source of competitive advantage for hospitals, health systems and provider-led health plans.

customer acquisition – creating the engagement ecosystem illustrated below. Rallyhood can help providers harness this ecosystem by having it at the core of their marketing strategy.



Connecting Patients and the Provider’s Brand

With the overabundance of information out there today, it is not surprising that consumers are seeking out the trusted counsel of friends and family and the solace of communities. As an enterprise social platform, Rallyhood gives users the flexibility and functionality to rally the emotional, practical and financial support for a specific person in a private, secure environment while also enabling users to join peer communities to interact with others in similar situations.

As a private, secure web and mobile app, Rallyhood enables and engages those patient communities in a useful, authentic fashion. Patients and their supporters use one tool to manage a variety of activities such as streamlining communications, assigning tasks, coordinating calendars, sharing photos, raising funds and more.

Rallyhood is the only platform that connects the tools consumers need to the brand, messaging and content of providers. Providers reinforce themselves as the preferred hospital and/or physician not only for the patient but also for the patient’s entire network. It’s a highly effective and cost-efficient way for healthcare organizations to support and engage patients while building affinity with an extended community.

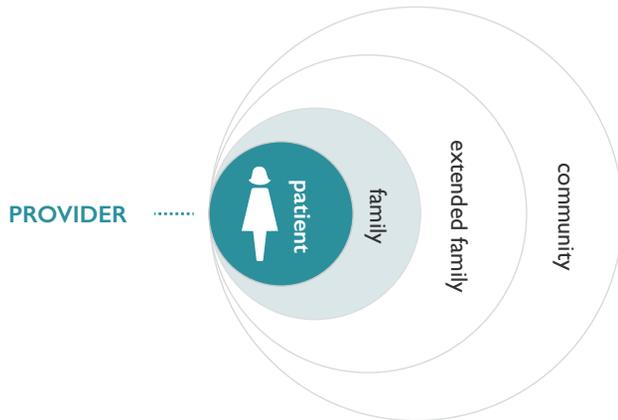


HEALTHCARE REFERRALS
41% of consumers choose healthcare providers (hospitals & physicians) based on their social networks. // PWC

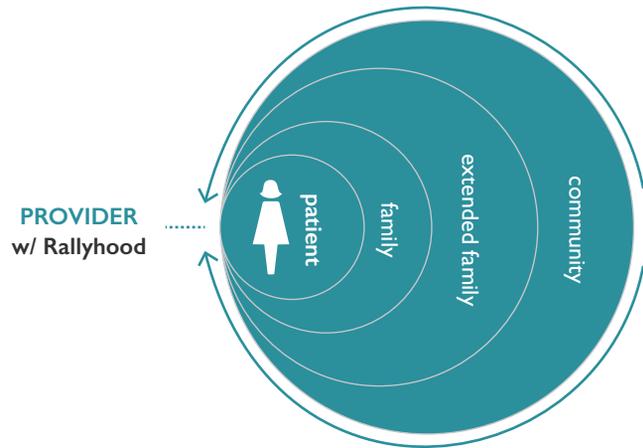
In order to drive consumer perception, hospitals throughout the country are investing in robust patient engagement strategies and marketing/communications plans. The benefits of an engaged patient are well-documented from improved adherence and outcomes to higher satisfaction scores and perceived quality of care. Happy customers are also more willing to share word of mouth and third-party reviews. Social media provides an unparalleled avenue for patients to share their experiences. According to PwC’s Health Research Institute, 41% of consumers choose healthcare providers (hospitals and physicians) based on their social networks. The average American has 634 social ties – that one person’s network will produce nearly 270 emergency room visits and 70 inpatient admits. Thus, patient engagement supports customer retention and

PROVIDER REACH

Reach without Rallyhood: 1:1



Reach with Rallyhood: 1:100s



Positive Outcomes for Consumers

Healthcare happens outside of the walls of the provider. It happens while consumers manage their everyday lives. Engaging consumers pre- and post-treatment requires highly efficient and effective tools that meet the needs of the individual. Rallyhood is a tool to support consumers emotionally through community interaction, practically with managing care calendars and tasks and financially through fundraising. Research also shows it could have a significant impact on outcomes as 67% of patients with a strong community have improved adherence to medication.

Patients, family and other caregivers can engage in peer communities for additional support, guidance and camaraderie. Due to Rallyhood's partnership with providers, each community also receives access to educational materials, resources and FAQs relevant to their specific diagnosis from a trusted health source.

“When it comes to taking care of the people we serve, Seton believes there is a mind-body-spirit and community connection. Rallyhood helps us activate this very powerful component of human care.”

- Kate Henderson, President, Seton Medical Center Austin, Seton Healthcare Family

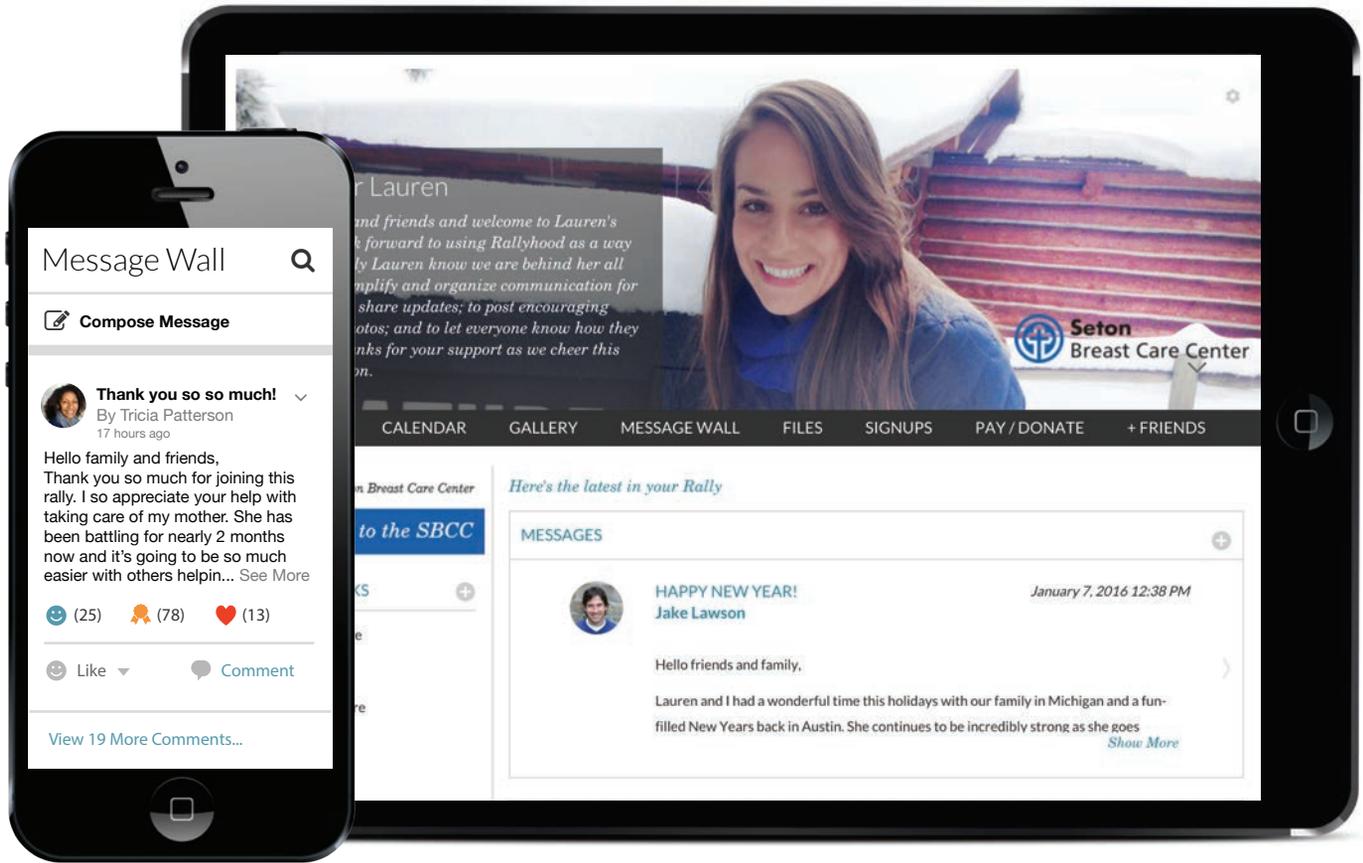
How Providers Benefit

Rallyhood gives providers a new tool for reaching, educating, retaining and even leveraging one of their most important assets – the patient community. Unlike other social and support apps, it allows providers to brand and customize the experience for targeted patient communities by integrating the provider's own content and messaging. With Rallyhood, distributing content, messaging and events to segmented audiences is simple and easy.

Thus, providers can customize the content and experience strategically across different service lines or clinical programs. Typical service lines include maternal & fetal medicine, diabetes, CHF, EP, oncology, stroke, etc. where content is relatively rich and the impact on patient engagement and adherence is considerable.

FUNCTIONALITY + PRACTICAL EXAMPLES

- Marketing through ad modules
 1. Promote health risk assessments (e.g. heart attack, cancer, stroke, asthma) based on type of rally
 2. Promote ED registration/wait time campaign
- Fundraising for foundations, capital campaigns and/or causes
 1. Encourage the community to support a capital campaign or a specific cause (e.g., American Heart Association) relevant to each rally and enable donations through a Donate Button
- Calendar and event management
 1. Post health education classes relevant to type of rally (e.g. childbirth education classes in birth club rallies, bariatric seminars in weight management peer rallies)
 2. Populate community events and fundraisers on all or select audiences
- Messaging segmented to specific populations
 1. Cascade select information from the marketing/communications department to different service lines/care segments
- Content to specific populations
 1. Share pre- and post-treatment guidelines, family coaching materials, FAQs



As demonstrated above, Rallyhood fosters early and on-going connection to patients through health educational materials, seminars and events, strategic messaging, and community programs. Providers also have the opportunity to fundraise for capital campaigns and/or other causes through the platform – engaging the patient community while the cause is most relevant in a non-intrusive way.

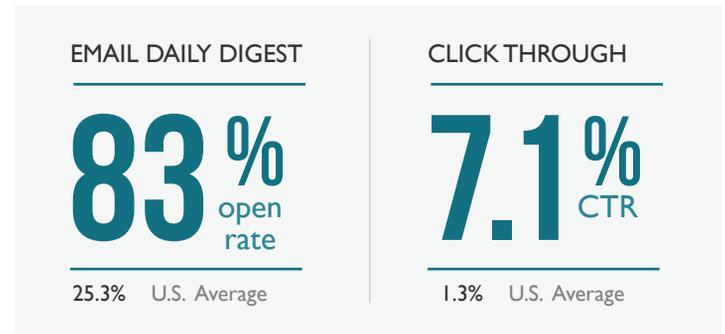
Rallyhood enables providers to refine customer service efforts with a new channel for social listening and data analytics including:

- Reach
- Engagement
- Impressions
- Users, Engaged Users, Engaged Guests
- Rallies, Active Rallies
- Number of Centralized Community Assets (Events, Messages, Files, Photos)
- ROI/downstream volume (with API integration)

The Results Are Significant

With Rallyhood as the cornerstone of your patient communications strategy, your organization can achieve levels of engagement far above other marketing efforts. The reason is simple: Rallyhood users want to be part of these communities and they place a high value on the information, resources and support made

available to them. The information is personally relevant; therefore, the consumer is more highly engaged.



Consumer engagement is critical to maintaining and growing your referral base. Rallyhood delivers the engagement needed to ensure a better overall patient experience while simultaneously building loyalty and consumer preference.

To learn more about Rallyhood’s social enterprise platform and how your healthcare organization can benefit by supporting patient communities in a secure, branded environment, visit us at www.rallyhood.com or contact our Business Development Director, Stephanie Artman, at stephanie.artman@rallyhood.com or 979.575.5232