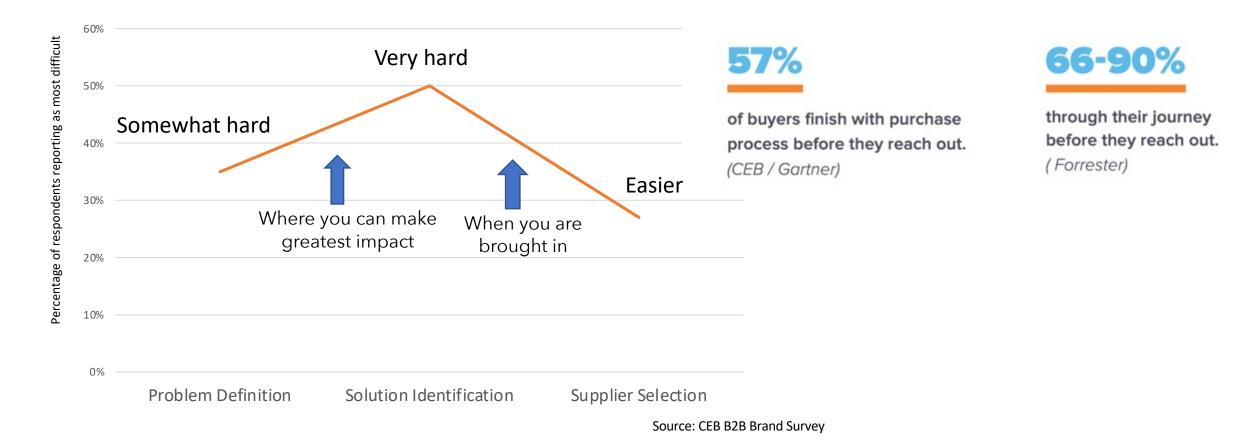
# Engagement Strategy



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### How Decisions Are Made By Buying Committees





## Designing an Engagement Strategy





### **Engagement Tactics**

- Paid Sponsored Content, LinkedIn ads
- **Owned** Blogs, white papers, Email, LinkedIn outreach
- **Earned** PR, influencers, analysts



### Intent Topics

	<b>Problem Definition</b>	Solution Definition	Vendor Evaluation	Deciding
Intent Topics (Bombora)	Medical Reimbursement Medicare Advantage	Healthcare Al Medical Devices Remote-Patient Monitoring Telecare Telehealth Telemedicine Telemedicine Software Virtual Hospitals Wireless Health	Remote-Patient Monitoring	

### Sources of Trust

	<b>Problem Definition</b>	Solution Definition	Vendor Evaluation	Deciding
P1 Pop Health	Peers Brand - where you start Avia and SG2 Analysts reports Community needs assessments Google LinkedIn Analysts and Associations are helpful in justification Epic User Groups	Leading vendors Consultants Beckers, HIT News, etc Cnet, Fierce Health IT Analysts (KLAS, Gartner) Influencers Telehealth vendor recommendations {ditto}		
P2 Service Line	Peers in other orgs Their Dyad Ops Partner Other Service Line leaders in org Studies Industry leaders specialty specific Associations and their professional organizations (e.g. SCH)	Existing vendors for recommendations Note: They do <u>not</u> trust Epic's recommendations		
P3 Innovation	Avia and SG2 Peers in other orgs Beckers KLAS, Gartner HLTH, HIMSS Health Evolution			
P4 Physician Group	Peers in other orgs Their network Advice from health systems Associations and their professional organizations	Internal expert	Higl	<mark>hest Priority</mark>

### **ABM Engagement Plan**

				gement	i iaii			
Prospect	is defining pro	blem Prospect is co	onsidering solu	Prospect is e tions	valuating ve	ndors Prospe	ct is deciding	
Initial Research	Social Media	Social Network	Web Research	Buyer Committee	Contact	Evaluation	Validation	Decision
Educate and make aware	Educate and engage	Educate and connect	Identify and talk	Sell	Sell	Differentiate	Close	Close
TBD								
				nal health systems	and independe	nt hospitals		
Pay-to-play (Beckers + HISTalk) Netline	LinkedIn Ads LinkedIn Connections	In-person events	Google Ads Retargeting					
Blogs + SEO Long-form piece	LinkedIn Posts LinkedIn Newsletter Infographics	Experts	Updated web site HIW Videos Long-form piece Blogs	Long-form piece New sales aides Case Studies		Testimonials		Reference
Consistent Coverage Byliners Press releases Quotes in articles HARO	Bloggers Awards (Inc 5k) Influencers (via sm) Xtelligent et al	Speaking engagements Getting on podcasts	Feature In the press and releases on website					
	Initial Research Educate and make aware TBD • VP of Pop Healt • CEO or Executi Pay-to-play (Beckers + HISTalk) Netline Blogs + SEO Long-form piece Blogs + SEO Long-form piece	Initial ResearchSocial MediaEducate and make awareEducate and engageTBD• VP of Pop Health, Service Line lead • CEO or Executive Directors of largPay-to-play (Beckers + HISTalk) NetlineLinkedIn Ads LinkedIn ConnectionsBlogs + SEO Long-form pieceLinkedIn Posts LinkedIn Newsletter InfographicsConsistent Coverage Byliners Press releases Quotes in articlesBloggers Awards (Inc 5k) Influencers (via sm) Xtelligent et al articles	Prospect is defining problem Prospect is ceInitial ResearchSocial Media Educate and engageSocial NetworkEducate and make awareEducate and engageEducate and connectTBD• VP of Pop Health, Service Line leaders, Innovation lea • CEO or Executive Directors of large physician groupsPay-to-play (Beckers + HISTalk) NetlineLinkedIn Ads LinkedIn ConnectionsIn-person eventsBlogs + SEO Long-form pieceLinkedIn Posts LinkedIn Newsletter InfographicsExpertsConsistent Coverage Press releases Quotes in articlesBloggers Awards (Inc 5k) Influencers (via sm) Xtelligent et al articlesSpeaking engagements Getting on podcasts	Prospect is defining problem Prospect is considering solu         Initial Research       Social Media       Social Network       Web Research         Educate and make aware       Educate and engage       Educate and connect       Identify and talk         TBD	Prospect is defining problem Prospect is considering solutionsInitial ResearchSocial Media Social Educate and engageSocial NetworkWeb ResearchBuyer CommitteeEducate and make awareEducate and engageEducate and connectIdentify and talkSellTBD• VP of Pop Health, Service Line leaders, Innovation leaders at large regional health systemsSell• VP of Pop Health, Service Line leaders, Innovation leaders at large regional health systems• CEO or Executive Directors of large physician groupsPay-to-play (Beckers + HISTalk) NetlineLinkedIn Ads LinkedIn ConnectionsIn-person eventsGoogle Ads RetargetingBlogs + SEO Long-form pieceLinkedIn Newsletter InfographicsExpertsUpdated web site HIW Videos Long-form piece BlogsLong-form piece New sales aides Case Studies BlogsConsistent Coverage 	Initial ResearchSocial Media Social MediaSocial NetworkWeb ResearchBuyer ContactContactEducate and make awareEducate and engageEducate and connectIdentify and talkSellSellSellTBD• VP of Pop Health, Service Line leaders, Innovation leaders at large regional health systems and independer • CEO or Executive Directors of large physician groupsFor the systems and independerPay-to-play (Beckers + HISTalk) NetlineLinkedIn Ads LinkedIn ConnectionsIn-person eventsGoogle Ads RetargetingBlogs + SEO Long-form pieceLinkedIn Posts LinkedIn Newsletter InfographicsExpertsUpdated web site piece BlogsLong-form piece aides Case StudiesConsistent Coverage Pyiners Puiners Quotes in Xtelligent et alSpeaking engagements Getting on podcastsSpeaking engagements Getting on podcastsFeature In the press and releases on website	Rispect is defining problem Prospect is considering solutions       Prospect is evaluating ventors       Prospect         Initial Research       Social Media       Social Network       Web Research       Buyer Committee       Contact       Evaluation         Educate and engage       Educate and engage       Educate and engage       Identify and talk       Sell       Sell       Differentiate         TBD               Sell       Sell       Differentiate                 Sell       Sell       Differentiate                   Sell       Sell       Differentiate                   Sell       Sell       Differentiate	Prospect is defining problem Mospect is considering solutions       Prospect is evaluating vendors       Prospect is deciding         Initial Research       Social Media       Social Network       Web Research       Buyer Committee       Contact       Evaluation       Validation         Educate and make aware       Educate and engage       Educate and connect       Identify and talk       Sell       Sell       Differentiate       Close         TBD           VP of Pop Health, Service Line leaders, Innovation leaders at large regional health systems and independent hospitals               Close           Pay-to-play (Beckers + HISTalk)          LinkedIn Ads Connections          In-person events       Google Ads Retargeting          Retargeting          Testimonials          Infographics          Infographics          LinkedIn Newsletter          Long-form piece          Long-form piece          Testimonials          Long-form          Testimonials          Long-form          Long-form          Testimonials          Long-form          Long-form          Testimonials          Long-form          Long-form          Testimonials          Long-form          Long-form          Long-form          Long-form

## Q1 Paid Spend Overview

**Channels**: LinkedIn Ads, Netline, Beckers, Google Ads (search/retargeting)

### Goal - Create Demand

- Educate your target audience on your key value propositions & improve brand awareness and sentiment
- Distribute valuable content that is both ungated and gated

### **Goal** - Capture Demand

- Drive engaged audiences to website to increase inbound leads
- Establish brand presence on channels where buyers go to do research

### Budget: \$xxxk



# Target Audience

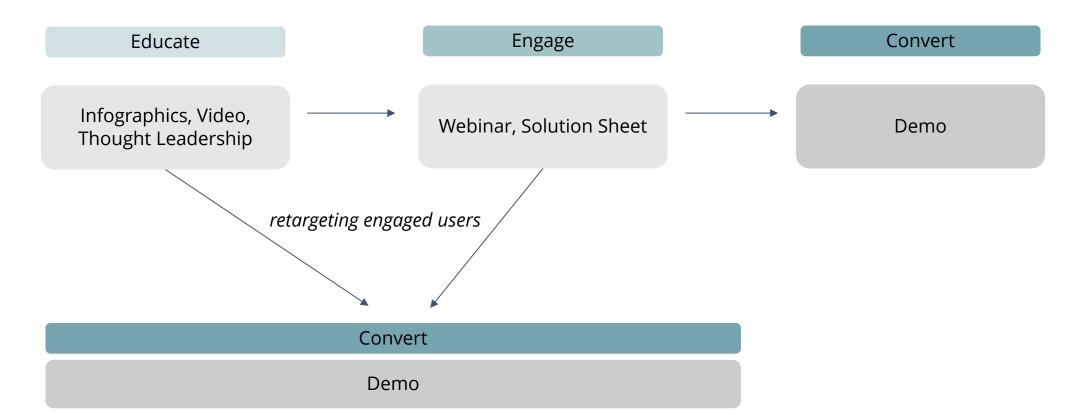
### **Personas**:

- VP of Population Health or Patient Care
- Service Line Leader
- Innovation Leader
- Physician Group CEO or Executive Director

Segment	Persona	Example
Physician Groups • 136K groups • ~600K physicians	Small- to Mid-Size Private Practice or Physician Group Possible Health System Affiliation	<u>Sage</u>
	Small- to Mid-size Private Practice or Physician Group <i>ACO</i>	<u>Aledade</u>
Independent Hospitals • ~1.7K	Community Hospital System Can be system-affiliated	<u>Guadalupe</u>
	RHC/CAH Primary funding from CMS	<u>Example</u>
System-affiliated Hospitals <ul> <li>~500 orgs</li> <li>~4.3K hospitals</li> </ul>	Academic Medical Center/Large Health System	<u>Stamford, Spectrum,</u> <u>Henry Ford,</u> <u>Parkview</u>
	Large Health System ACO "&" "or" Payor System	<u>UPMC</u>



## Campaign Strategy





### Intent Data

### What is it?

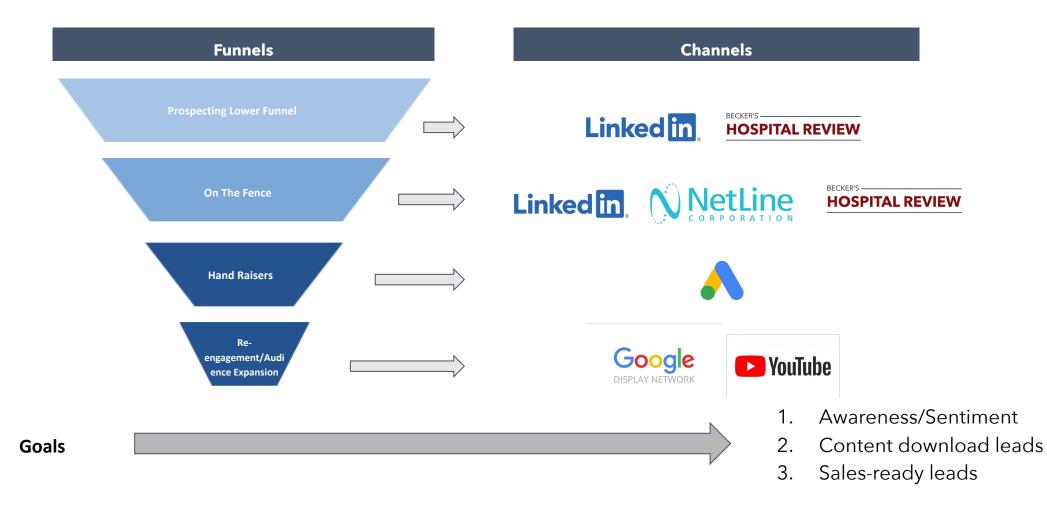
• Real time data on companies whose web activity suggests they are in the market for the type of product/service you offer.

### How will we use it?

 By leveraging tools like LinkedIn & Netline that allow for account-based marketing, we can upload lists of in-market companies to target with our ads, allowing us to put the largest investment towards accounts most likely to convert.



## **Channels Targeting**





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## **Channel Distribution**

Funnel Stage	Channel	Tactics	Audience Targeted	Goal	Budget
High	LinkedIn Education Ads	Video, infographics, blog posts, etc.	Target audience job titles within ideal company segments + ABM Intent	Educate audience and get them to engage with content	\$xxx
High/Mid	Beckers Hospital Review	Case study, white paper, demo video, webinar, etc	Beckers readership	Generate leads for marketing/sales follow up & nurture	\$xx
Mid	Netline Content Syndication	Gated content capturing leads within target market	ABM Intent Audiences	Generate leads for marketing/sales follow up & nurture	\$xxx
Low	LinkedIn Lead Ads	Case study, white paper, demo video, webinar, etc	Those within target audience who have engaged with LinkedIn education ads + ABM Intent	Generate sales-ready leads	\$xx
Low	Google Search Ads	Brand protection, category terms, competitor terms	Those actively searching for solutions	Generate sales-ready leads	\$xxx
Low Total	Google Retargeting	keeping ads in front of visitors who don't schedule a demo	Website visitors who show high level of engagement	Generate sales-ready leads	\$xxx
Customer Growth	1	Proprietary & Confidential.	All rights reserved		1

## Q1 Email and Social Media

- Intent-based sequences
  - Email and social media
- Weekly Emails
  - Blog posts
  - Press releases
  - Events
  - "Shake the Tree"
- Weekly Social Media Posts
  - Infographics Articles, carousels, videos, etc
- LinkedIn Newsletter



## Targeted Intent-based Sequences

- Use intent-data to identify in-market accounts
  - Run weekly reports on which accounts are showing intent for key topics
  - Drop each account into relevant sequences depending on interest
  - Sequences include email sequence, LinkedIn outreach and calling

Sales <mark>OS</mark>	Q Search for companies, contacts, industries, et	c. Advanced Search		Lists	Intent	Tracker	WebSights W	orkflows	More ~	<u></u>
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# Weekly Email to All of Single Posts

### **Key Issues**

- Open rates and clickthrough rates have historically been in decline
- Firms make it harder for marketing emails to get to recipients, especially in healthcare
- Healthtech Tech audiences are overwhelmed with emails and pitches via social media

### **Recommended Approach**

- Permission-based is preferred and recommended
- High quality content: Needs to address a specific customer need with content that educates and informs
- Short Weekly Emails: Long monthly emails have the same open rates as weekly emails, so use weekly emails to increase aggregate reach
- Subject Line: Address a customer problem; use questions; not "Newsletter"

#### Don't risk patient safety with slow medical records indexing



Wednesday, August 17, 2022 at 8:04 AM

Example

#### Don't risk patient safety with slow medical records indexing

If your organization isn't indexing medical records in a timely manner, you're putting patient safety at risk. In this webinar we'll take a closer look at the specific reasons this happens and the problems that you want to watch out for.

#### Topics covered

- · The problem with manual medical record indexing
- What could happen if indexing is too slow
- Why it's happening
- What you can do about it

You can view the recording of this webinar on YouTube by clicking the link below.

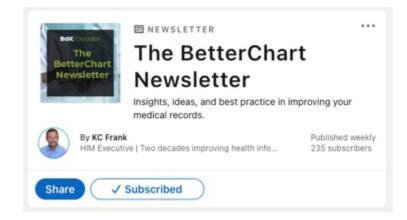




# LinkedIn Newsletter

### Examples

- An underutilized feature that allows you to broadcast a newsletter to all of your company's followers.
- The "creator" publishes articles via the newsletter feature. Articles can be repurposed blog posts or new content. Articles have many more publishing features than LinkedIn posts and are more like blog posts.
- When you publish your first article via the Newsletter, all your contacts and followers are invited to subscribe. Getting a 10-20% subscription rate immediately is typical.
- Subscribers receive future editions via LinkedIn as a notification or as an email.
- Newsletters are maintained in a library.

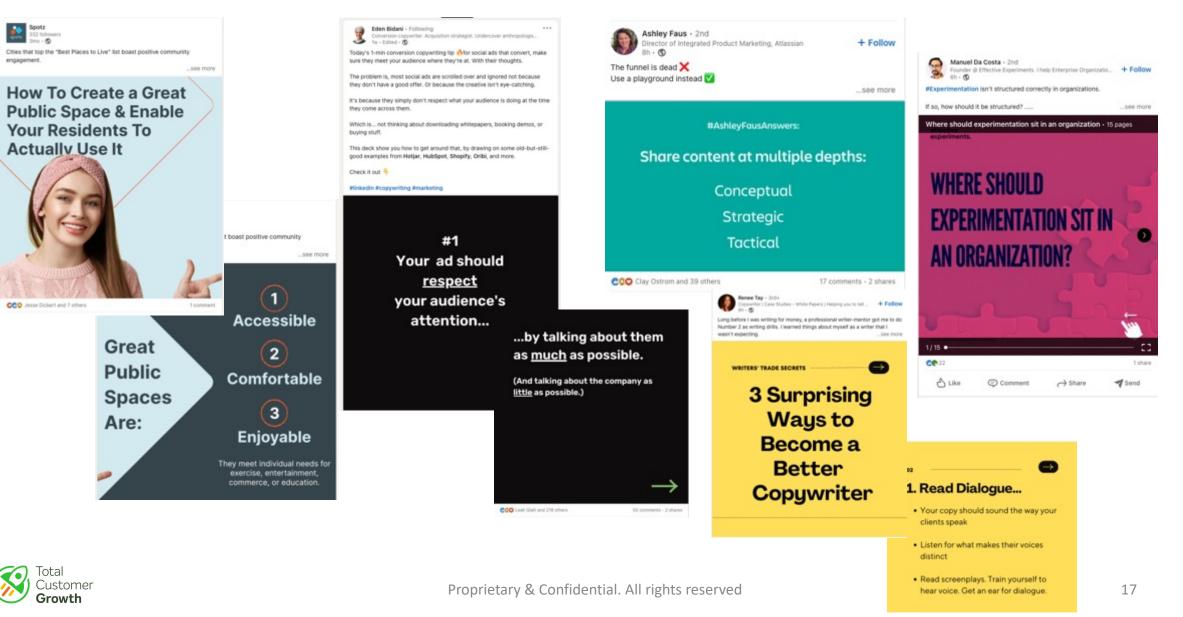






### Example

### LinkedIn Carousels



# Infographics

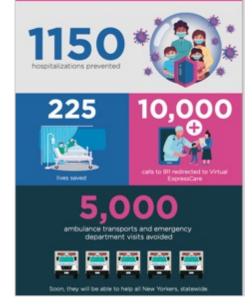
- Re-tell stories from blogs or case studies graphically with infographics
- These perform well in social media including paid LinkedIn ads
- Also good to send as emails

#### bluestream

How NYC H+H tests and treats the most **COVID-19 patients in New York** 



As a result, NYC H + H is the single largest prescriber of Parkovid in New York<sup>®</sup>



#### Governance

### **Clinical Communication**

Clinical communication solutions have evolved from HIPAA-compliant texting to comprehensive communication platforms that support patient outcomes and clinician satisfaction. As leading organizations deploy to thousands of clinicians across multiple locations, their governance programs are critical to maintaining their high standards.

perfectserve.

#### Strategy & Recommendations





Recommendation: Create a comprehensive governance strategy to ensure the clinical team manages communications correctly to protect patient privacy at all times.

#### 52% Mandate Platform Use

Only 52% of healthcare organizations mandate when and how to use their clinical communication platform."

Recommendation: Form a commit composed of, and organized by, representatives from each area of the organization to develop the policies, training and enforcement protocols.

### **Examples**



#### THE CHALLENGE

What are the biggest challenges healthcare marketers say they face in video advertising right now

1 Budget constraints 2 Allocation across channels 3 Measuring of campaign results 4 Identifying and reaching the right audience

5 Media costs



To do more (advertising) with less (money), each ad needs to be placed: In front of the right audience · On the right channels

. The right number of times

Only 10% of healthcare marketers feel completely confident that they can identify and reach their target audience.

corporating insights from early an know they are reaching the right torget audience.

before executing a plan and

story with undervalued cha

rketers con do con each the key audience without





That's a great move for marke Crass screen video advertisin will drive the highest returns for every service line





## Q1 SEO Approach

SEO Audit	Keyword Research	Keyword Recommendations	Content Creation	On-Going Evaluation
Complete in '22	Complete in '22	Complete in '22	Ongoing in '23	Ongoing in '23
Current status of SEO	Keyword brainstorm list	Develop keyword strategy	Optimize website copy for keywords	Monitor traffic to website
Site speed	Identify potential keywords	Create page titles	Select content keywords	Examine keyword reports
Mobile friendliness		Create meta descriptions	SEO support (on-going)	Suggest tweaks to content
Competitor's SEO status		Suggest & implement URL changes		
Identify issues & tasks				



# Public Relations

- Detailed plan to be developed in October
  - Goals & Objectives
  - Messaging
  - Timeline
  - Story Ideas
  - Metrics
  - Tools for Success
- General Approach
  - Monthly press release
  - Pitching stories
  - Byliners
  - Pitching bloggers ad podcasters

- Typical Tactics
  - Press Releases
  - Customer Wins
  - Product Enhancements
  - Corporate (Funding, Momentum, Awards, New Hires)
  - Surveys
  - Newsjacking

