



Customer Potential Management Corporation

CUSTOMER RELATIONSHIP MANAGEMENT FOR HEALTHCARE: AN INTEGRATED APPROACH

A CPM WHITE PAPER

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SECTION 1:

GOOD SOLUTIONS BEGIN WITH THE RIGHT QUESTIONS

Your customers are out there. They always have been. They are smarter and have moved into the driver's seat in healthcare purchasing and decision making. And now there are more of them thanks to an aging and growing population. Reaching them effectively through the years has changed as marketing has evolved. Just compiling lists of prospects and mass-advertising with the hopes of increasing sales or service utilization no longer works.

Why? Because mass marketing and cluster codes don't tell you about individuals, and they don't have a mechanism for tracking response and ROI. Such methods don't answer the critical questions you must ask today about your patients and prospects, the most important of which are:

- Who are my *individual* customers?
- What is the makeup of their household?
- What do they need?
- What is their health status?
- When do they seek healthcare?
- Where do they go for emergency care?
- How do they choose their healthcare providers?
- How many are insured?

- How many have flexible plans that allow for choice?
- How do I get and keep their loyalty throughout the lifecycle?
- How can I help them prepare for future health challenges?
- What is the cost of lost opportunities to increase my patient base because essential customer information is not integrated into a database and overall customer relationship management program?
- What is the cost of marketing plans that fall short because I don't have the information or technology to identify opportunities and then plan programs that respond to those needs?
- How can I measure our results?

Trends in today's healthcare marketplace make it even more difficult to answer these questions in a cost-effective, efficient manner. While the focus continues to be on technology and disease prevention, healthcare is increasingly affected by competition, consumer choice, and the availability of information on the Web.

The time is *now* for healthcare marketers to become more consumer-centric. While the market may be more complex, the health of your organization still comes down to customer relationships—*individual* relationships and an ongoing dialogue that lets you listen and respond as your patients and prospects grow, develop and change. Customer Relationship Management (CRM) enables organizations to build relationships that last throughout the lifecycle. An effective CRM plan must be applied across all of your operations—enterprise wide.

A DIFFERENT MODEL FOR HEALTHCARE:

Already many industries are adopting CRM, but they are product-driven and revolve around brand, price, and quality. They deal with tangible products, and have the ability to create demand.

Healthcare, on the other hand, is uniquely service driven, and has the opportunity to create relationships. Organizations that respond to this challenge can not only promote wellness and disease prevention, but also can position their services as the ones patients and prospects turn to when necessary. By getting the right information to the right consumers at the right time, you're letting them know you care about what's important in their lives and with their healthcare right now. This helps to build patient loyalty because you're providing information that is applicable to their life circumstances at a time they're most likely to need it, and most willing to respond.

Unlike product-driven CRM solutions which rely heavily on telecommunications for customer contact, the healthcare CRM program uses new and proven communications channels—the Internet (with all of its networking capabilities for patients and prospects, employees, physicians, individuals who belong to specific insurance plans, and customers of pharmaceutical companies), and direct mail (with offers and cross-awareness opportunities identified and targeted through the customer database).

According to *USA Today*, more than 22 million adults went on-line for health information last year, and the number is expected to grow to 33 million by next year. In addition, eHealth, Inc. reports the search for health information and content is only the beginning. eHealth predicts e-products, e-services and e-care delivery are just around the corner.

Despite the growing percentage of the 88 million people on-line today who are accessing healthcare information via the Internet, surveys show that consumers also respond to and benefit from healthcare direct mail pieces that are specific to their needs and concerns. In fact, studies by the Gallup organization in Lincoln, Nebraska, and a large West Coast health system found that a whopping 60 percent of heads of households surveyed preferred direct mail to newspaper (10%), TV (6%) and other forms of advertising (17%). Seventeen percent of respondents were undecided. Furthermore, a majority of the West Coast health system's health fair attendees said they had learned about the healthcare organization through direct mail as opposed to other media.

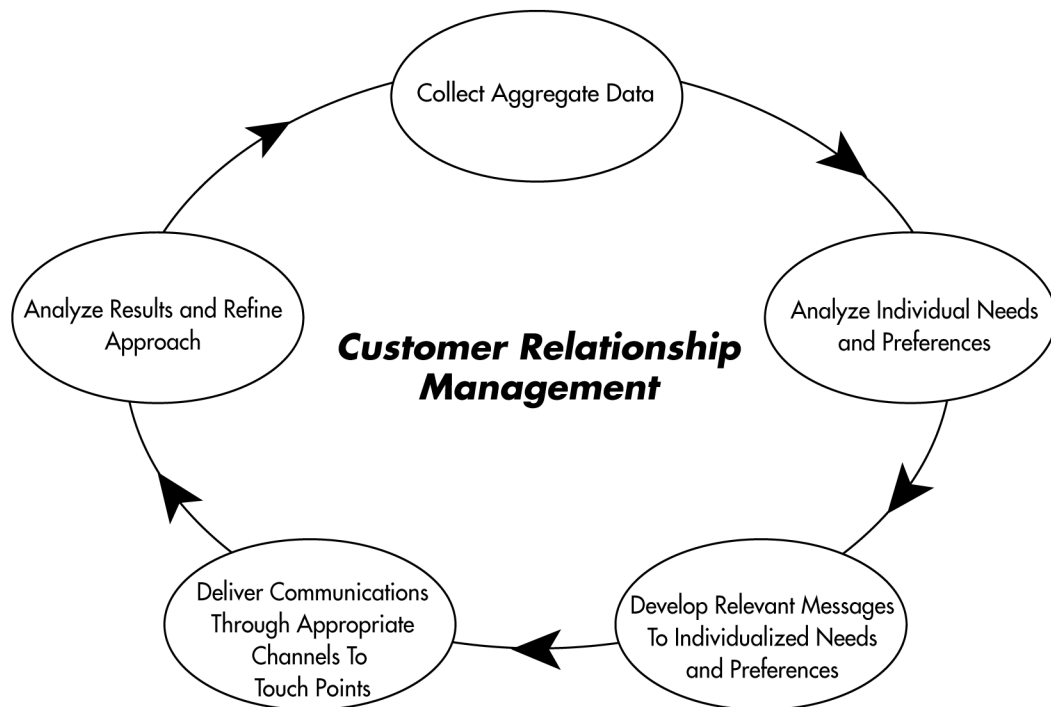
CRM for healthcare organizations takes the wealth of encounter, clinical and financial healthcare data available from multiple sources and transforms it into meaningful information that healthcare organizations can use to manage their customer relationships by:

- Building and maintaining customer loyalty through relevant, personalized, timely communications
- Helping customers achieve better health and wellness
- Reducing costs and increasing effectiveness by identifying customer needs and providing the correct services
- Identifying and communicating to customers who provide the most value to the organization
- Tracking and measuring the results of lifetime communications with customers
- Predicting customer behavior
- Measuring and proving campaign ROI.

SECTION 2:

THE CRM MODEL

According to the Gartner Group, CRM “involves capturing customer data from across the enterprise, consolidating all internally and externally acquired customer-related data into a central database, analyzing the consolidated data, distributing the results of that analysis to various customer touch points and using this information when dealing with customers via any touch point.”



Technology today empowers the healthcare marketer for ultimately the most beneficial and therefore, competitive form of relationship building—one-to-one marketing. A CRM solution for healthcare acknowledges the changing and increasingly competitive healthcare environment while leveraging the pervasive power of the Internet. It consists of a web-enabled Integrated Sales and Marketing Database (Web Warehouse™) that captures and integrates all customer information from various internal and external sources and standardizes it for easy access and actionable marketing strategies.

Today's powerful relational on-line analytical processing (ROLAP), data mining, and campaign management software tools leverage the power of the Web Warehouse™ and empower the healthcare marketer to more precisely understand customers and prospects, make better-informed decisions, and begin to build one-to-one relationships. By using the Internet as the delivery medium and building the warehouse on a web-enabled platform, a healthcare organization can gain three important advantages:

1. Knowledge can be easily distributed to all business users and decision makers within the organization
2. Intelligent applications can integrate the customer database with the organization's Web site to extend the value of this increasingly important communication channel
3. Marketing processes can be managed seamlessly with perfectly integrated CRM components.

SECTION 3:

AN INTEGRATED SALES AND MARKETING DATABASE

A customer-centric Web Warehouse™ is the starting point for your healthcare CRM program. It must be built for organization-wide solutions, and assembled from a customer-centric point of view. Currently the information you need to understand your customers and prospects exists within your systems, but the data is typically fragmented and incomplete, and unsuitable for marketing purposes. Most likely there is no single, integrated source of information you can access and share throughout the organization.

OUTSOURCING:

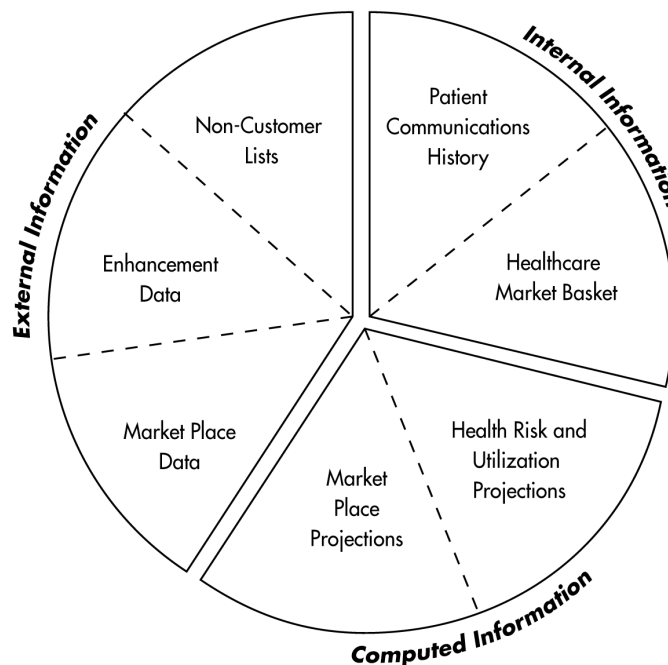
You can build and implement a Web Warehouse™ and the CRM processes from your internal IT resources, or you can outsource the project. Outsourcing is an intelligent option for healthcare organizations for several reasons:

- Many healthcare organizations' IT departments have time and resource constraints, with marketing down the list of their priorities. In addition, the development of a viable CRM system requires a unique blend of skills and problem knowledge that do not typically exist in most organizations. Projects begun without the proper problem identification, knowledge, experience, and skills rarely finish, and those that are completed don't generate the expected results.

- Outsourcing to specialized companies who have years of experience developing healthcare CRM programs is a more economical and “safer” alternative to building internally. These industry experts have a better understanding of the processes, technical knowledge and highly specialized expertise necessary to construct a CRM system. They assume the technological risk and eliminate the need for internal construction of sophisticated networks that have a high risk of failure when built internally.
- Outsourcing is the quickest, most economical way to begin more profitable, one-to-one relationships. Even if your goal is to eventually internalize the CRM process, outsourcing initially will help you build an understanding of the CRM model and develop the skills required to sustain the CRM system.

COMPONENTS OF A MATURE WEB WAREHOUSE FOR HEALTHCARE:

A fully implemented CRM Web Warehouse™ for healthcare is a data repository developed around household units to ultimately provide a near-complete view of individual patient and prospect activities and attributes. The household provides a behavioral context for individual analysis.



There are three main types of information in the warehouse — patient, prospective patient, and computed information as described below:

Internal information—captured from an organization’s accounting and medical records.

- Patient Communications History—Every encounter of outbound and inbound communications by the organization and the individual is included for a vital historical look at the relationship.
- Healthcare Market Basket—The organization’s learning experience from multiple service points such as clinics, emergency department, inpatient and outpatient, call center, physicians, payers, immunizations, Web sites, and family prescription histories.

External information—captured from outside data sources.

- Non- customer lists – Individual and household information purchased from a variety of national data vendors for your specific market.
- Enhancement data—Demographic, behavioral, and lifestyle information (household income, presence of children, etc.) purchased to overlay onto your existing customer records as well as non-customer records.
- Market Place Data— External information from a variety of resources including census data, state discharge data, Health Care Financing Administration (HCFA), Medpar, and other information.

Computed information—software functions to analyse data.

- Market Place Projections—Accurate demographic and epidemiological models predicting shifts in demand for specific health care services, and census reports.
- Health Risk and Utilization Projections—Survey and Health Risk Assessment data can provide insight into customer perceptions and health risks in order to channel the population into prevention and wellness programs based on actual needs.

CONSTRUCTING THE DATABASE:

Technically, transforming your existing data into a suitable database is a very complex task, given the differences in file structures, data sources, and the sheer volume of the marketing data. In the past, these databases were constructed on proprietary database management systems. Today, open relational databases such as Oracle® are chosen for their performance, scalability, openness, and security. Open databases ensure that the addition of future data elements do not compromise the integrity of the database. Open databases also accommodate a variety of software tools to analyze the data.

Furthermore, open databases accommodate a variety of software tools to analyze the data, so organizations' investment in training, experience, hardware and software is preserved. An effective relational database requires not only data collection but data integration. The data must be integrated and transformed with four processes: data quality assessment, reformatting and filtering, organizing the data into consumer units, and standardizing the data. The purpose of cleaning this "dirty" data is to make certain the database contains usable, standardized information.

But it takes more than just hardware and software to construct an effective and efficient database. It also takes experience with the tools, an indepth knowledge of how to best utilize their capabilities, and an understanding of the industry in which they're being applied. When databases are constructed for implementation in the healthcare industry, it is important to know which information is most useful, how to obtain it, and how it put it all together in a way that makes sense. There is no shortcut for experience in this arena.

MAINTAINING AND UPDATING THE DATABASE:

Once data sources are standardized and integrated, the individual must be integrated into household units. This is particularly important for healthcare where the household is the economic buying unit.

It is crucial that the database be updated at least monthly from a marketing perspective. Opportunities are time-sensitive, and must be acted upon quickly. Regular updates ensure that the marketer is not sending communications to those customers or households who have been identified as DNS (do not solicit), been assigned a death discharge code, or who may have had a particular encounter where sensitivity would preclude delivering a communication.

To ensure your database meets these requirements and maximizes your value, it should include the following features:

- **Enhancement Data**—Enhancement of your patient and prospective patient data with the following data fields: birth date, gender of 1st and 2nd individual, occupation of 1st and 2nd individual, adult age ranges in the household, children age ranges in household, marital status, working woman indicator, credit card indicator, estimated income, household status, Direct Marketing Association no mail solicitation indicator, Direct Marketing Association no phone solicitation indicator, mail responder indicator, truck/motorcycle/RV owner, aggregate value of vehicles owned, new car buyer indicator, known number of vehicles owned, dominant vehicle lifestyle indicator, address verification data and apartment number.
- **Householding and Head of Household**—Integration of your individual customer data files into households with a designated “Head of Household.” This process combines information about individuals as well as data on family members or business partners.
- **Highly Deliverable Mail—CASS Certifying, LACS and NCOA**—Assurance that your database has a high ratio of certified deliverable addresses. U.S. Postal Software, Coding Accuracy Support System (CASS), improves the accuracy of matching to delivery point codes, ZIP+4 codes, 5-digit ZIP codes, and carrier route codes on mail pieces.

Your database also should be run through Locatable Address Conversion Service (LACS), which converts rural route addresses to the new city-style street addresses.

Finally, your database should incorporate three methods of locating people when they move: National Change of Address (NCOA) with the U.S. Postal Service; a visit or contact with a hospital after a move to provide new address information; and an address correction request mail panel endorsement option.

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SECTION 4:

TOOLS TO MAXIMIZE THE WEB WAREHOUSE™

The correct tools allow a healthcare marketer to discover hidden relationships and develop actionable marketing intelligence from the database. These tools can be grouped into Analysis Tools, Data Mining Tools, and Campaign Management Tools.

INFORMATION DELIVERY AND DATA ANALYSIS TOOLS:

With a fully relational customer-centric database in place, the healthcare marketer can begin to find answers to questions that were previously unknown or could not be answered easily or quickly. *Which customers in my database have called the call center, come to a seminar, come to our Web site, and yet not had a service performed? How many females age 35-45, with 2 children and no primary care physician live within a 5-mile radius of our new women's center?*

Once information is delivered and communications are implemented, the healthcare marketer can begin to track campaign results and ask questions like, *Of the prospects who received the June cardiac mailing, how much utilization in terms of services performed and revenue received were from customers who have never been in our system? How much of this utilization was for specific cardiac-related DRG's?*

This type of empirical and data analysis—that starts at a high level then drills down into finer segments of detail—can't be done easily through a basic reporting tool. These queries require interacting with the data through today's powerful relational on-line analytical processing (ROLAP) tools. Proficient ROLAP tools allow the *business users* to interact with the database to get quick answers to the questions they need. Exemplary ROLAP tools also have data visualization (charts and graphs) and mapping tools integrated into the software.

DATA MINING TOOLS:

Like traditional miners searching for copper or coal, the business user can extract valuable information from the wealth of data in the Web Warehouse™. Data mining and modeling tools allow for complex analysis of customers and information within the database that could previously only be performed by those with exceptional mathematical, statistical and programming skills. These tools assist the healthcare marketer in building *models* that help predict customer and prospect behavior. By analyzing data on specific demographic, psychographic and utilization characteristics, the CRM model will help the decision maker create more individually-based marketing programs.

These data mining systems allow for more individually tailored communications than older clustering techniques. Clustering systems were originally designed to describe geography through the types of people living in a specified area. In *American Demographics*, writer Susan Mitchell states, "Cluster systems are based on the premise that birds of a feather tend to flock together. The idea behind all geodemographic cluster systems is the same. Each system divides neighborhoods into groups based on similarities in income, education, and household type."

While the cluster concept is easy to comprehend, it is not as effective or efficient as CRM in marketing to individuals. Even though you may share some similarities with your neighbors, your healthcare needs are more likely to be different.

Instead of using cluster theories that look at generalities and geography and still result in a certain amount of "mass marketing," CRM data mining tools and behavioral scoring will identify *individuals* who are likely to need and use certain services.

CAMPAIGN MANAGEMENT TOOLS:

You've identified your patients and prospects, analyzed their health needs and determined which programs will best serve them—now you've got to generate response with compelling messages that reach the right individuals through the right channels at the right time. Without the correct database and tools in place, managing complex marketing communications programs that span multiple channels, multiple steps, and multiple time frames becomes extremely labor-intensive and costly. Campaign management tools assist you in managing, monitoring and tracking multi-channel, multi-step marketing programs, including cross-sell and automatic programs.

Properly implemented, campaign management tools should allow the healthcare marketer unlimited definition of the criteria used to segment appropriate customers for a communications program. Campaign tools should be integrated with the analysis and data mining tools, and work off the same database. This “intelligent agent” can sit on top of the database, look for trigger-event communication opportunities, and distribute the right communication through the right channel.

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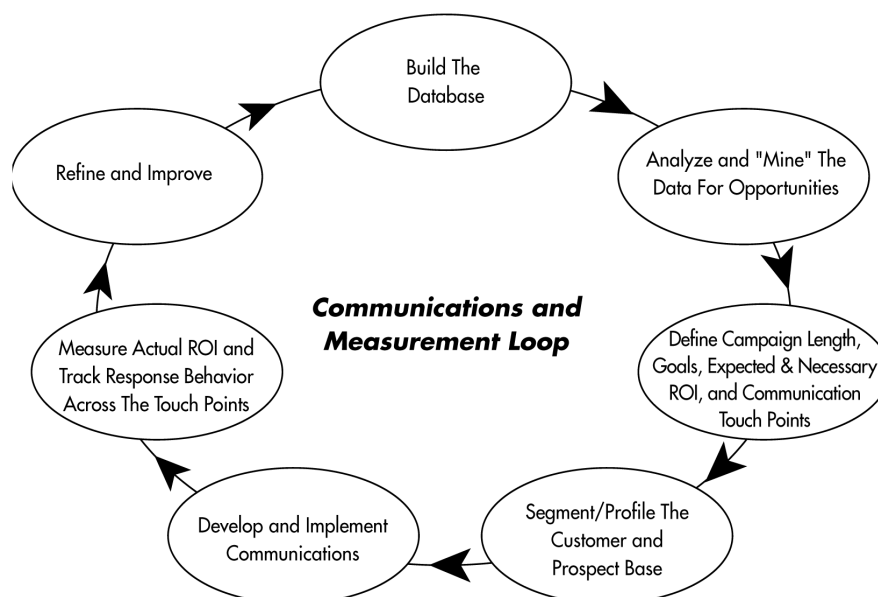
SECTION 5:

IMPLEMENTING EFFECTIVE CRM THROUGH COMMUNICATIONS AND MEASUREMENT

Once the data warehouse is built, the healthcare marketer is ready to use it to cultivate better relationships with patients and prospects, to identify and analyze opportunities, and to make more strategic business decisions using the powerful suite of data analysis, mining, and communication management tools.

A Customer Relationship Management communications and measurement closed-loop process can look like:

- Build the database
- Analyze and “mine” the data for opportunities
- Define the campaign length, goals, expected and necessary ROI, and the communication touch points
- Segment/profile the customer and prospect base
- Develop and implement the communications
- Measure actual ROI and track response behavior across the touch points
- Refine and improve.



The use of control groups (withholding a percentage from the target communication group) can help separate real promotional results from overall business trends, and help the marketer overcome the “they would have come in anyway” objection from financial gatekeepers.

From the beginning, the data warehouse should be developed to flag a percentage of the entire market (including patients) to never be solicited. Running a few “pure” direct mail campaigns without media support throughout the year may provide a percentage range of activity that would take place without marketing efforts. Over time, these percentages may influence or represent the portion of responders who may have utilized services anyway. With this information, the healthcare marketer can allocate budget with less risk and learn where to place resources for the highest return.

As the healthcare organization communicates to individual customers and prospects, and those customers and prospects respond to the organization, the value of the database grows over time. The database “remembers” all of the dialogues and services across all of the touch points (services, classes, seminars, telephone, Internet, etc.). This customer data becomes both a strategic asset and critical success factor for the healthcare marketer.

With a CRM solution, you build programs that qualify and channel exactly the right individuals to the proper products or services at the appropriate time. These campaigns often use a combination of electronic and direct mail vehicles. They can include a personalized letter, a direct mail brochure or matrix mailing programs.

ELECTRONIC MARKETING:

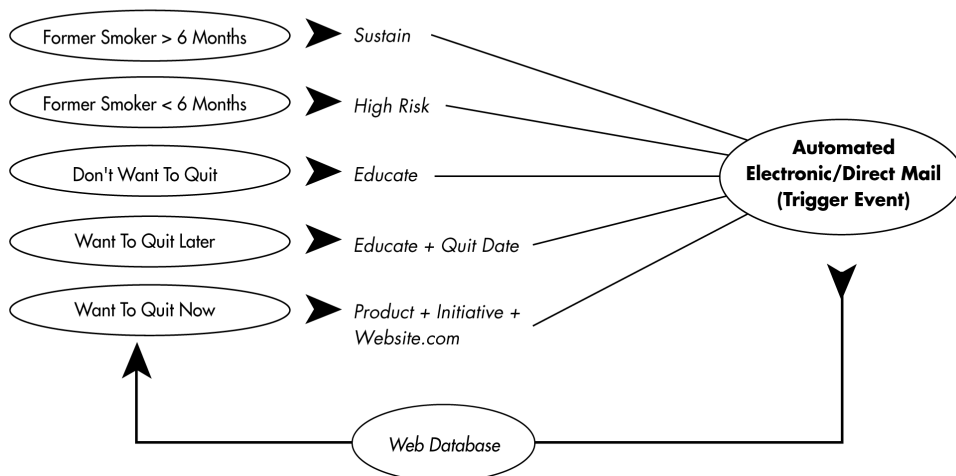
With the unprecedented power of the Web Warehouse™ and anytime accessibility of the Internet, a CRM electronic marketing component should fulfill the dual role of information provider and gatherer. For example, an interactive web site, available anytime from anywhere, could be enhanced with JAVA™ programming, on-line forms, sales support applications and interactive information gathering such as the on-line Health Risk Assessment.

The web site then becomes a two-way, trackable communications stream that simultaneously fulfills user needs and feeds the CRM information warehouse. The Web Warehouse™ will automatically trigger a personalized direct mail piece or on-line coupon based on needs identified by the assessment.

This is called event-trigger campaign management, because the communication is “triggered” by the encounter and provides specific information as identified by the encounter. The event-trigger campaign also includes a response mechanism to determine how the individual used the information. Did he find a physician? Did he have the cardiac check up? Did she visit the ER? The answers are used to update your database and to establish an ongoing dialogue.

This seamless integration between traditional marketing and the Internet, as illustrated below, means tremendous savings in efficient delivery of targeted marketing materials.

Closed Loop Smoking Cessation Pathway



DIRECT MAIL:

Surveys have shown that healthcare consumers overwhelmingly favor direct mail to television, newspaper, and radio advertising. In addition, direct mail pieces are important for the CRM model because they can include a response mechanism to feed and refine the database.

Direct mail vehicles can be plugged into the marketer's overall plan as a result of database analysis and needs identification and as a way to reach prospects to grow the database and increase the organization's customer relationships.

For example, suppose you have a budget to mail 10,000 pieces to those identified at risk for cardiac disease in your service area. You can select the top 10,000 prospects, open the mail list generator, select "create tracking records" and generate the mail list. On the next update you could see ROI in terms of services utilized and money generated.

Direct mail programs may include:

- **Chronic Disease Management**—Ongoing communication to individuals identified with chronic disease such as diabetes, asthma, arthritis, obesity, and hypertension. Regular mailings include screening offers and care reminders to help control disease and reduce the costs of treating complications and disease progression.
- **Disease Intervention**—Information about warning signs of major health problems such as heart attack and stroke, so individuals know when to seek prompt medical care if they experience symptoms. Another component of disease intervention is helping individuals who have had a major health event to modify their lifestyle and medical care for optimal results.
- **New Movers**—An excellent way to welcome new individuals to a community and initiate a dialogue with healthcare prospects through special offers.
- **Community Wellness**--Includes the availability of the on-line Interactive Health Risk Assessment (IHRA) at health fairs and to employers to identify health risk and disease. Respondents receive valuable health information and suggestions while the organization grows its database and can then provide programs on the basis of identified needs such as smoking cessation and cholesterol screenings.
- **Education/Seminars**—Specific information programs can be offered to those identified by the IHRA and through predictive modeling with targeted mailings.
- **Newsletters**—Reinforce healthcare system messages for various areas of service and sent to individuals in the target group as identified by the database.
- **Fundraising Programs**—May consist of personalized letters, brochures or postcards to patients, their families and other groups touched by the healthcare organization.

Depending on the type of campaign, its goals and audience, healthcare organizations may use one or all of the electronic and direct marketing channels to boost response rates and meet revenue expectations. CRM communication programs should compel, energize, excite and activate patients and prospects.

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SECTION 6:

CONCLUSION

As healthcare adopts a customer service focus, it is crucial for the healthcare marketer to accept Customer Relationship Management as the right business strategy to help the organization meet its business goals.

You'll find that an ongoing dialogue with your patients and prospects, enabled by CRM, is crucial to remain effective in today's healthcare marketplace of increasing competition and mergers, growing emphasis on prevention, and demanding consumers willing to seek the best healthcare choice. You'll discover that a comprehensive, integrated CRM program is essential to the health and competitiveness of your organization.

Although this paper discusses each component of a typical CRM system, it is important to emphasize that these components must be designed to interact seamlessly as a complete higher level business application within an "application framework." Assembling disparate components that were not designed to work together does not constitute a CRM system and will not generate the desired results.

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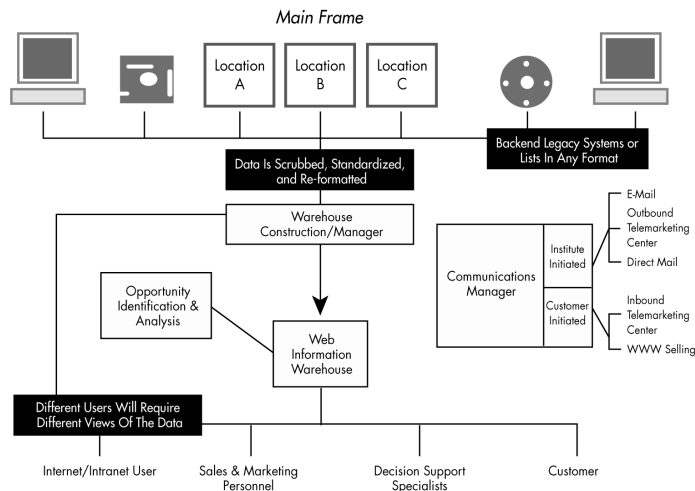
SECTION 7:

CORPORATE OVERVIEW

“Integrating Technology into Marketing.” With that mission and vision, CPM has become an international thought-leader in solving social and business problems. By building integrated customer information warehouses and making them accessible with a sophisticated suite of software tools, CPM provides individual snapshots of customers and prospects on a one-to-one basis, to support strategic marketing, planning and tracking decisions.

CPM helps the healthcare industry achieve profitable growth by managing individual customer relationships with its integrated Customer Relationship Management solution. Our intelligent CRM pieces fit together seamlessly into an application framework that produces a single, top-level business strategy.

The diagram below represents the major processes of CPM's healthcare CRM model.



SOLUTIONS:

CPM offers a suite of products and services that provide complete solutions for creating and maintaining a Customer Relationship Management system for healthcare organizations.

Integrated Sales and Marketing Databases

CPM's proprietary construction system transforms unrelated data from disparate systems into an open, relational, customer-centric database (Web Warehouse™). We have more than 15 years of experience in the design and construction of these databases for healthcare organizations. CPM uses Oracle® as its database management system.

DSS WorkBench™

DSS Workbench™ is a relational analytical information delivery software system — ROLAP — for data analysis, market segmentation, ad-hoc queries, geomarketing and data visualization through a user-friendly interface. The tool offers graphing, charting and mapping capabilities. Included for our healthcare customers is the Healthcare Toolbox, which contains a customer browser and over 45 healthcare industry standard reports.

DSS Data Miner™

A statistical tool for building analytical models for predicting trends in behavior. The name of the tool comes from the fact that this software is used to explore (mine) data concerning positive and negative customer responses (pros and cons) to discover information that might not be obvious.

DSS Communicator™

A comprehensive system for implementing, managing, and tracking marketing programs and marketing channels. DSS Communicator™ allows the user to identify selling opportunities and respond to them quickly, and manage and track multi-channel serial marketing programs across all the “touch points” of customer interaction.

Consumer Healthcare Utilization Index (CHUI™)

CPM's CHUI™ is a set of scores that indicate an individual's propensity to use specific healthcare services. Each CHUI™ score is a predictive number between 0 and 999 to indicate the likelihood a person will use specific healthcare services.

These services are defined by the 25 major diagnostic categories, selected DRG (ICD-9) groups, or selected medical service areas. Unlike cluster codes based on where people live, the CHUI™ is based on the likelihood an individual will need a specific medical service.

This Consumer Health Utilization Index™ is a patent-pending technique developed by modeling approximately five million patients and 20 million encounters in a single market model. These indexes provide additional targeting capabilities to both current patients and prospects.

Interactive Health Risk Assessment

CPM's Interactive Health Risk Assessment (IHRA) is a customized, programmed, mortality-based survey that can estimate respondents' longevity and guide them toward lifestyle modifications that will improve their health. Based on U.S. Centers for Disease Control and Prevention algorithms, it addresses more than 45 standard disease categories as well as newer issues such as sleep disorders and AIDS.

The IHRA is available via the Internet at home, doctors' offices, work or health fairs. Immediate results are generated as a Web page, with dynamic messages customized to the individual on the basis of their response and health profiles. Respondents may also receive individualized educational and cross-sell materials via direct mail. And CPM tracks results, so you can show your ROI.

Electronic Marketing Group

CPM's Electronic Marketing Group brings together the power of data warehousing and the unprecedented accessibility and power of the Web. We develop dynamic, interactive Web sites to give you an effective, trackable, two-way communication stream that simultaneously fulfills the user's needs and feeds your data warehouse.

Every activity becomes a marketing transaction and a relational database update. CPM also offers your marketing department the capability to update your Web site through your computer as needed, with immediate results.

Creative Services Group

Changing minds. Influencing choice. Building long-term loyalty. You can achieve these solutions to your business problems when you work with CPM's award-winning Creative Services Group. Whatever your goals, we will help you build strong programs that boost response rates and meet revenue expectations with strong, creative communications.

Our Just in Time Marketing™ method allows you to identify individual needs, make intelligent decisions and respond immediately via the Web and through traditional marketing channels in "real time" to seize each marketing opportunity.

CPM also will follow each campaign with a careful analysis of the effect of your message on your target audience. Depending on your goals, we can track responses by individuals, households, or frequency of use.

Integrated Production Group

CPM's Integrated Production Group handles all of the direct mail components of your marketing plans, for your total marketing solutions. Our computer-driven, laser imaging printing system allows us to electronically match your customer database information with your predictive model and creative message. In addition to producing "first class" quality personalized letters in less time and with greater flexibility than other methods, our lettershop offers high-speed labeling, stuffing, stamping and sorting equipment. And, to ensure your pieces reach their intended targets, CPM stays current with ever-changing postal regulations and will secure your required authorizations and permits.

One Source For Your Total Marketing Solution

Today and tomorrow your marketing successes depend on how well you know your individual customers, how well you listen and respond to them. CPM offers you one powerful CRM program for all of your marketing needs. We're a single-source, integrated provider that, like you, simply will not be satisfied with the status quo.

Your response to your healthcare marketing questions and problems today will determine your success tomorrow.

For more information, contact us:

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