

# Clearer Insights, Healthier Outcomes: **Data-Driven Strategies** for Modern Providers

## Fireside Chat



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Nobody but a farmer wakes up one morning and decides to build a silo.

**Yet, that's exactly what has happened, naturally, over the past decades in healthcare.**

Customer Data Platforms: Use People Data to Transform the Future of Marketing Engagement, Martin Kihn & Chris O'hara





The healthcare industry is being rewired across the entire patient journey...The intersection of healthcare with the digital sector is accelerating this transformation. The pandemic acted as a catalyst, making people more fluent in using digital technologies and more receptive to virtual engagement.



# The Challenge

- Multiple sources of data make it difficult to provide a personalized consumer experience.
- Hospitals have very little insight into consumers other than if they are paying a bill or missed an appointment.
- Physician data is not reliable and there are gaps in visibility between data sources so there is no easy way to track the performance of physician referrals.

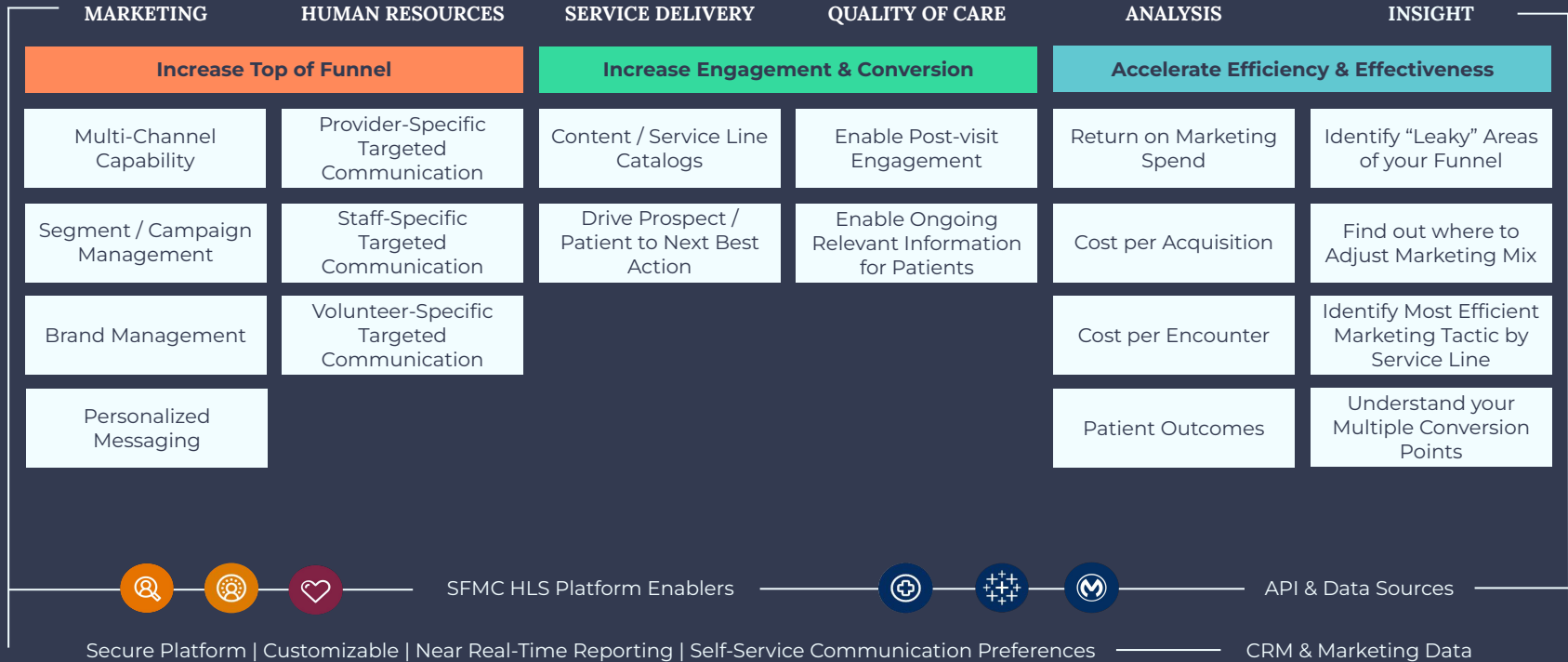


# CMO as Digital Strategist

## Data-Driven Marketing



# CMO is Driving Growth Across the Organization





**Q&A**



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**Thank You**

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