Coastal



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

Fireside Chat



MILISSA HOLLAND

Managing Director of Healthcare

Coastal



AMY COMEAUVice President, Marketing
Emory Healthcare

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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

MARKETING	HUMAN RESOURCES	SERVICE DELIVERY	QUALITY OF CARE	ANALYSIS	INSIGHT —
Increase Top of Funnel		Increase Engagement & Conversion		Accelerate Efficiency & Effectiveness	
Multi-Channel Capability	Provider-Specific Targeted Communication	Content / Service Line Catalogs	Enable Post-visit Engagement	Return on Marketing Spend	Identify "Leaky" Areas of your Funnel
Segment / Campaign Management	Staff-Specific Targeted Communication	Drive Prospect / Patient to Next Best Action	Enable Ongoing Relevant Information for Patients	Cost per Acquisition	Find out where to Adjust Marketing Mix
Brand Management	Volunteer-Specific Targeted Communication			Cost per Encounter	Identify Most Efficient Marketing Tactic by Service Line
Personalized Messaging				Patient Outcomes	Understand your Multiple Conversion Points
SFMC HLS Platform Enablers					
Secure Platform Customizable Near Real-Time Reporting Self-Service Communication Preferences ————— CRM & Marketing Data					

Q&A



Thank You

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