Reach and engage the right consumers in your market through analytics

The health care marketing conundrum

As consumer expectations continue to grow across all industries, health care marketing departments are expected to keep pace by delivering customized, relevant experiences when consumers need them most. But in health care, this means overcoming an abundance of obstacles — many of which are out of marketing departments' control — making this a daunting task.

Traditional marketing lacks necessary ROI

Marketing techniques used in other industries are often too broad, lacking the return on investment (ROI) necessary for health care organizations to realize growth.

Health care marketing is different

Despite the importance of marketing in health care, the marketing department is often underfunded and not aligned with the organization's strategic planning and business development objectives.

Laws and regulations add a layer of complication

External factors typically limit the ease and ability to modernize marketing practices in health care by hindering consumer data availability.

Consumer expectations are putting pressure on health care[1]

87%

wish scheduling appointments was as easy as booking a rideshare

70%

wish they could shop for health care entirely online

67%

feel that every step of the health care process is a chore

1. Source: 2022 Change Healthcare – Harris Poll Consumer Experience Index (n=1,908).

The solution: Precision Marketing

Precision Marketing from Optum is founded on health care data,[2] helping health care marketing departments make informed decisions to more effectively reach and engage the intended audience. With the help of our Precision Marketing solution, organizations can better:

- Increase engagement and retention
- Improve patient experience and empowerment
- Drive and solidify brand loyalty

Through analytics technology that can integrate into your current marketing efforts, Precision Marketing helps health systems more effectively reach and engage those in the community who need services — increasing their marketing ROI.

Identify specific populations: Predict consumer wants and needs through our disease prediction engine, which is built on 100 million clinical lives and 270 million consumer lives.

Build micro-segmented lists: Differentiate consumers into micro-segments that can drill down into over 800 specific behaviors and demographics and leverage our patented technology to personalize messages based on a user's historical data.

Launch campaigns: Optum can work with your existing ad agency to integrate the data from Precision Marketing into your current efforts. We'll help you personalize messaging, channels and spend for each audience, based on concrete data.

2. All data is de-identified and use of the data is consistent with applicable privacy laws and customer agreements.

Convert at-risk consumers into engaged patients and improve your ROI

Examples of Precision Marketing success around the country:

70:1
return on ad spend following ad campaign for a spine center, totaling $8.8 million in expected reimbursement

$1.3M
in revenue attributed to direct marketing efforts

230%
ROI from multi-channel digital advertising campaign

$108.5M
expected reimbursement after mammography campaign

See how Precision Marketing can help you: optum.com/precision-marketing

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