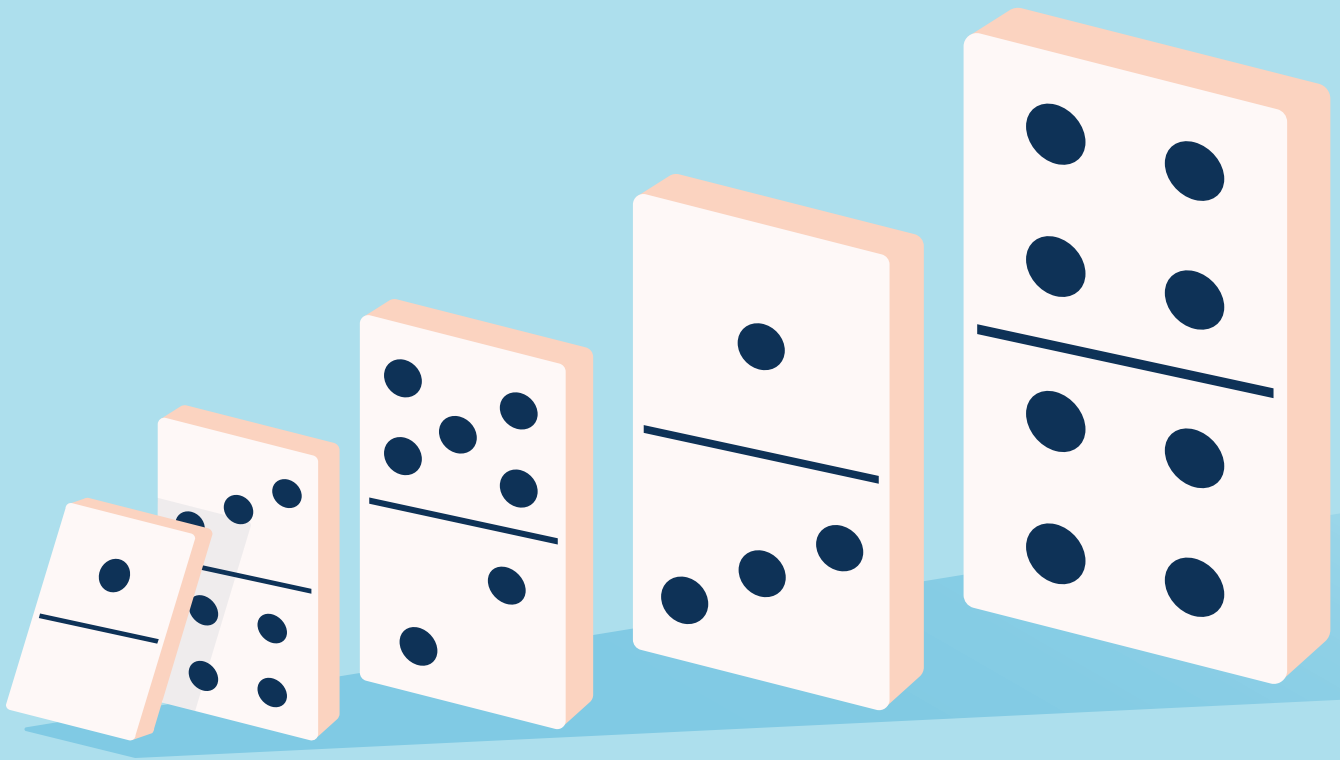




SOCIALCLIMB

HEALTHCARE MARKETING PLATFORM



Intelligent ROI Measurement for Healthcare

White Paper

Importance of ROI

Now more than ever, the demand for data-backed decision-making is no longer a luxury—it's a necessity.

Return on investment (ROI) is determined by dividing the net gain by the cost of the campaign and multiplying by 100. With the resulting data, organizations can evaluate investments and judge how well particular marketing campaigns have performed compared to others. A verifiable ROI gives businesses the insight they need to set budgets confidently and assign resources.

Marketing Return on Investment (MROI) allows businesses to attribute and measure the impact marketing campaigns have on profit and revenue growth. Leaders can measure the success of marketing initiatives and forecast the value of every strategic step taken.



HIPAA Hang-Up



All organizations must determine which campaigns and initiatives are effective in attracting new business. Marketers in non-healthcare enterprises have the freedom to dig into customer profiles. They possess endless resources to know their customers, where they came from, and how they got there.

To measure MROI in healthcare, we don't have the same freedoms. The Healthcare Insurance Portability and Accountability Act of 1996 (HIPAA) protects sensitive patient health information from being disclosed without the patients' knowledge or consent. This critical protection means healthcare practices cannot sell or share Protected Health Information (PHI) with third parties who want to use this personal information for advertising.

HIPAA can make it difficult to determine why and how new patients are attracted. Patient information security is a top priority, so tracking patient acquisition has historically been out of reach for healthcare marketers. Most MROI tactics used today are done outside HIPAA-controlled compliant data and models.

The restrictions presented by HIPAA mean that healthcare marketing decisions are typically made using a best-guess mentality where increased and decreased patient volume and the timing of marketing campaigns are used to estimate effectiveness. Unfortunately, guesswork is not a good strategy for any organization to build an effective growth plan.

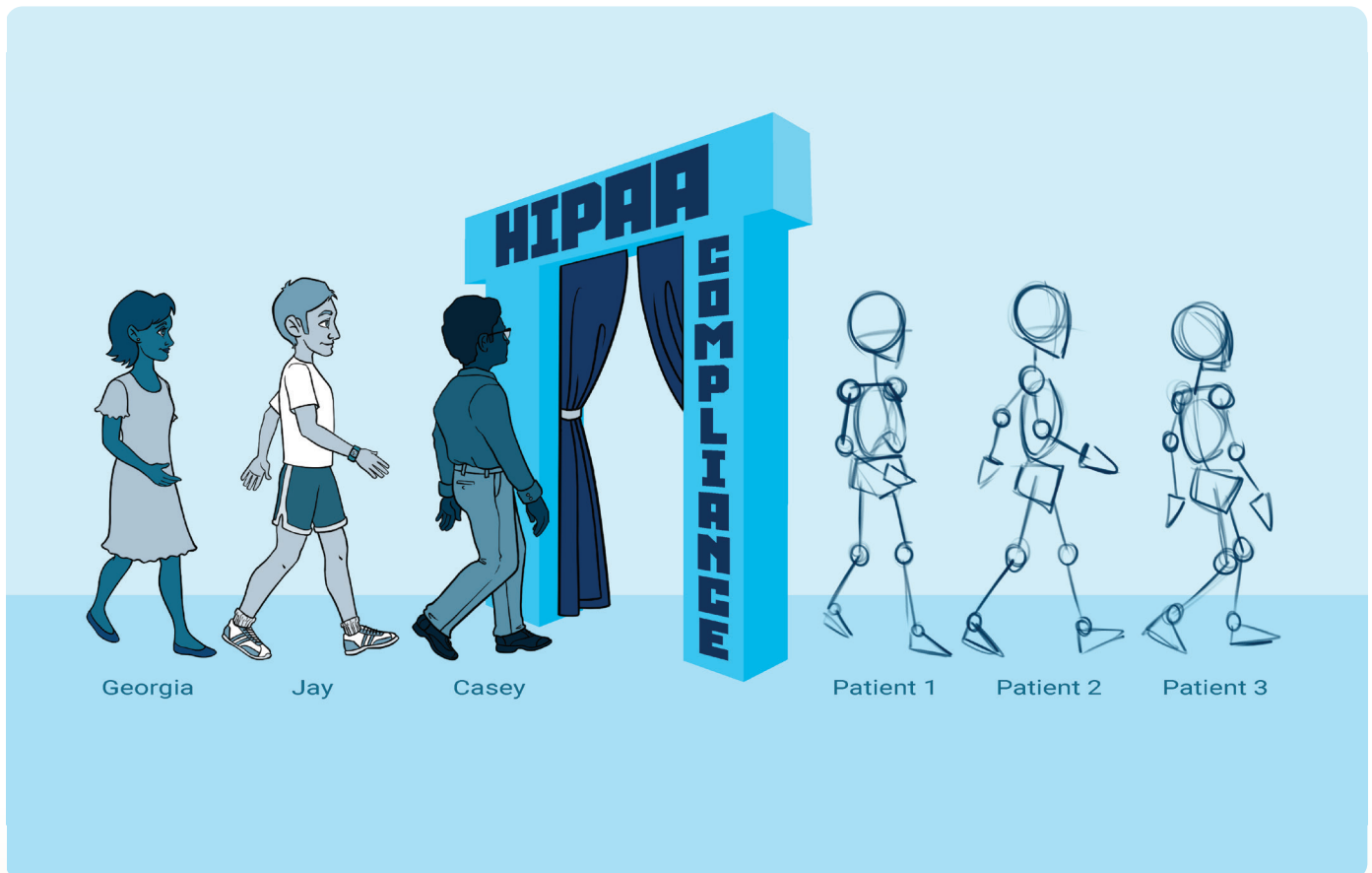
These limitations are nothing short of the dark ages for healthcare marketers.

However, data and technology in healthcare have come of age. Healthcare marketers don't need to hack their way blindly to measure ROI. With HIPAA-compliant protocols firmly in place, we can do better in today's digital world.

New Possibilities

What if a medical practice's marketing campaigns and tactics were run inside HIPAA-compliant security walls? This would allow healthcare marketers to experience the same transparency into the results of their campaigns as a non-healthcare marketing professionals.

Accurate measurement can be achieved when patient tracking is set up with PHI privacy in mind behind HIPAA-compliant security measures. In addition, marketing tactics can be directly linked to patients, so organizations have the information they need to calculate their MROI.



Making It Happen

HIPAA-Compliant Integrations

Our system provides deep integration with medical practice PM/EHRs and marketing activities performed using SocialClimb to deliver results while remaining HIPAA-compliant. Our tools access the information within the secure zone, so healthcare marketers can see the direct results of every campaign and make data-driven decisions.

Call Trackers

We can track the entire patient journey from the first touch to the first appointment. With our call trackers turned on, medical practices know the names and numbers of patients scheduling appointments after interacting with their ads, clicking on their Google Business Profile, opening an email, or even receiving a mailer. Then, when they call the unique number assigned to each campaign, patients leave a breadcrumb trail that our integrated platform can easily follow.

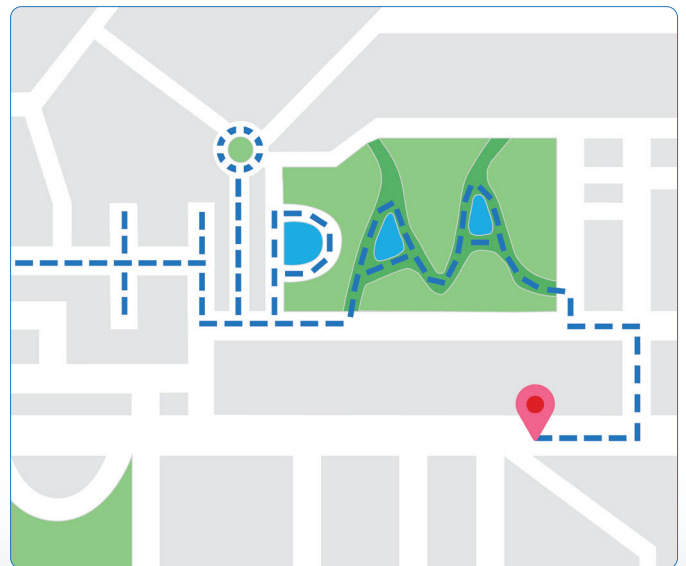
Intelligent ROI

Our platform automatically calculates an accurate patient acquisition cost using data from campaigns run through our

platform. We can also provide unique, trackable phone numbers for our customers to use in marketing campaigns outside our platform. Customers receive a report with all the data they need to help them track patient acquisition and see the value of each marketing campaign.

We provide the resources to illustrate to physicians and medical practices how their patients are acquired—that historic missing link in healthcare marketing to accurately measure ROI.

SocialClimb is unique in capturing data necessary for healthcare marketing.



Contact



SocialClimb's Healthcare Marketing Platform connects physicians and their best-fit patients online.

Designed to meet the unique needs of health providers, SocialClimb applies best practices for online visibility, then uses predictive data analytics for targeted patient acquisition—all in a HIPAA-compliant, automated system. We make it easy and cost-effective for healthcare providers to grow their business and improve their patient mix. Our unmatched reporting and tracking features accurately show marketing spend and ROI. Our clients quickly improve their brand online and achieve dramatic business growth.

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