HEALTHCARE MARKETING SUMMIT

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UNLOCK

clearwave

$400

DELTA

OR

Michael Pendleton, CEO at Desert Orthopaedic Center

Ryan Evans, VP of Sales at SocialClimb

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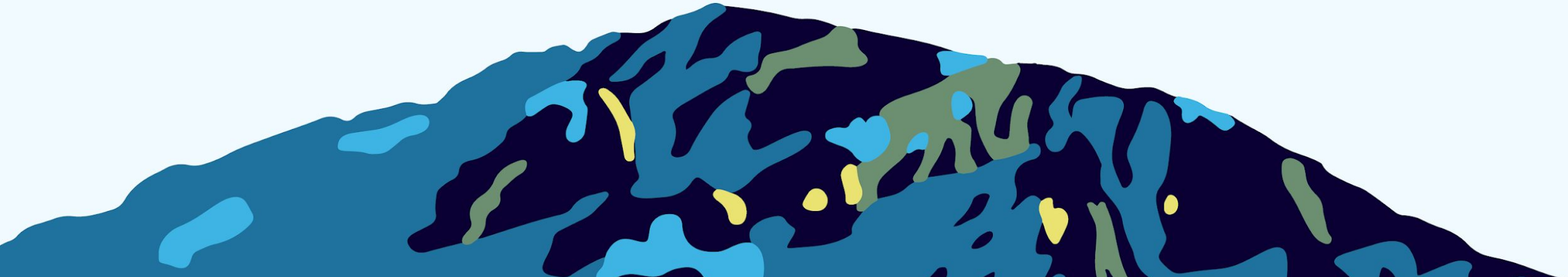
Big Data & Healthcare Marketing

DOC | DESERT ORTHOPAEDIC CENTER



1. What is big data?

2. How can healthcare practices use big data to improve their marketing strategies?

3. How will I know if our marketing tactics are working?

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What is big data really?

large, ever-growing, volumes of data that businesses can use to guide their strategic decisions.

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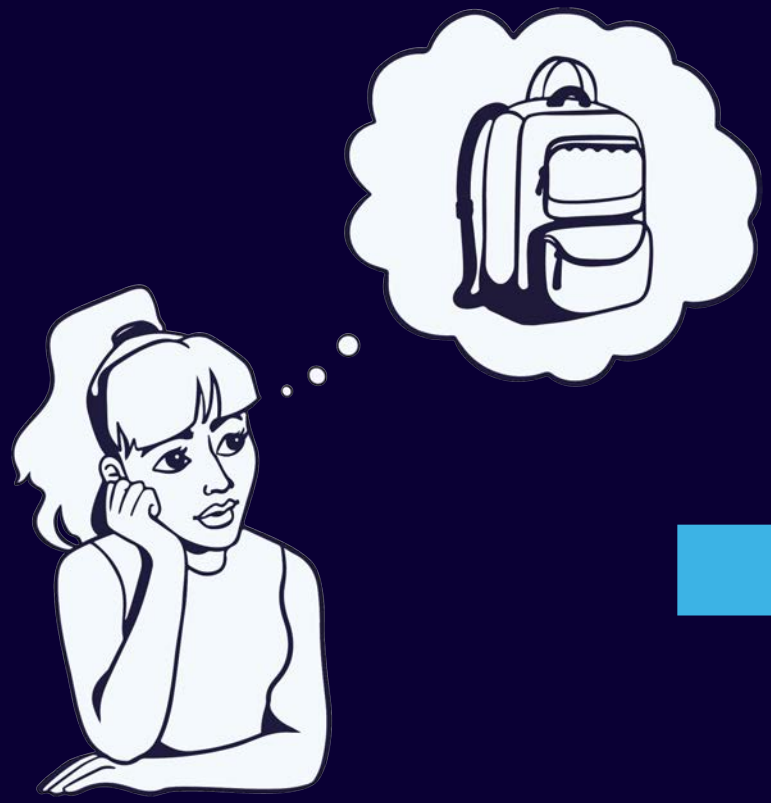
Is Instagram Reading My Mind?

Have you ever felt like Instagram is reading your mind or listening in on your conversations?



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Who uses big data to market?

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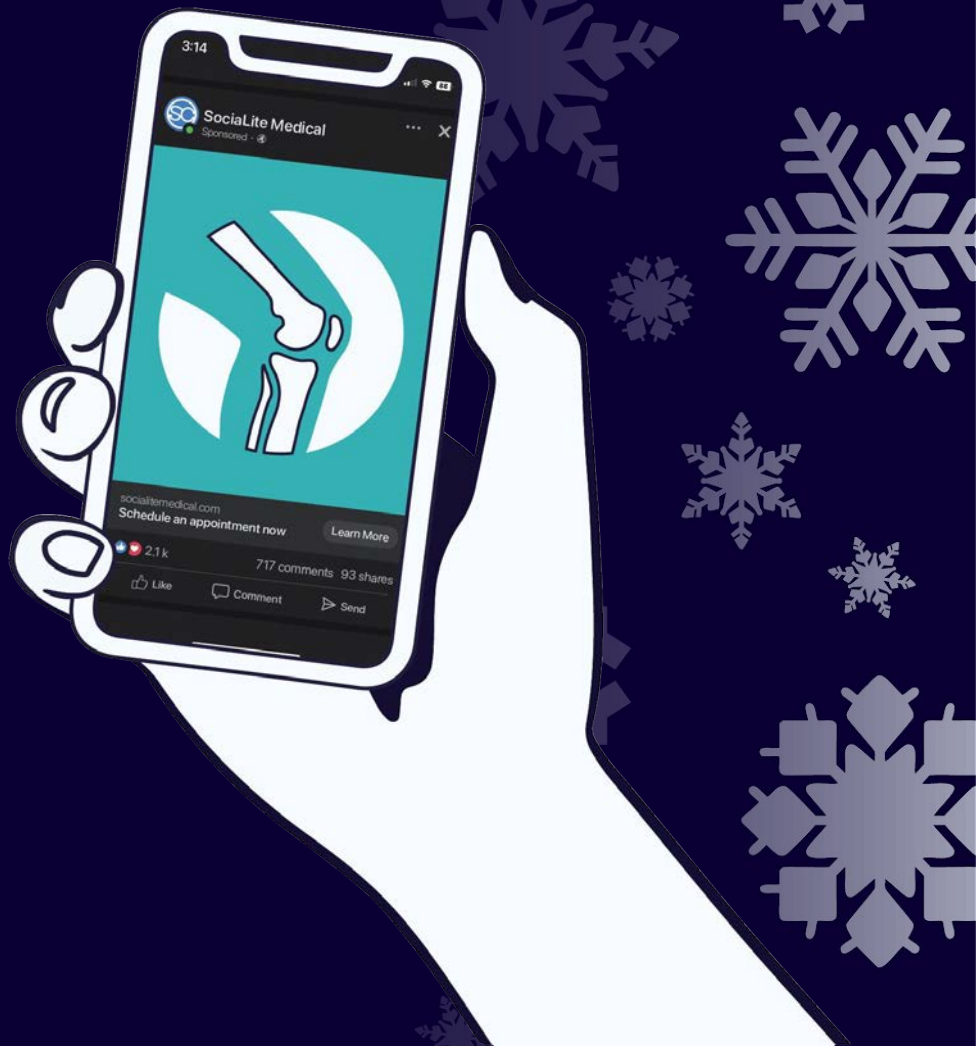
How to apply big data in healthcare



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HIPAA

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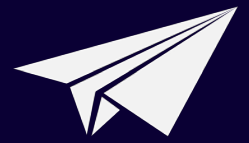
How to apply big data in healthcare

1. Determine your ideal patient

2. Locate these ideal patients (big data platform)



3. Send marketing messages

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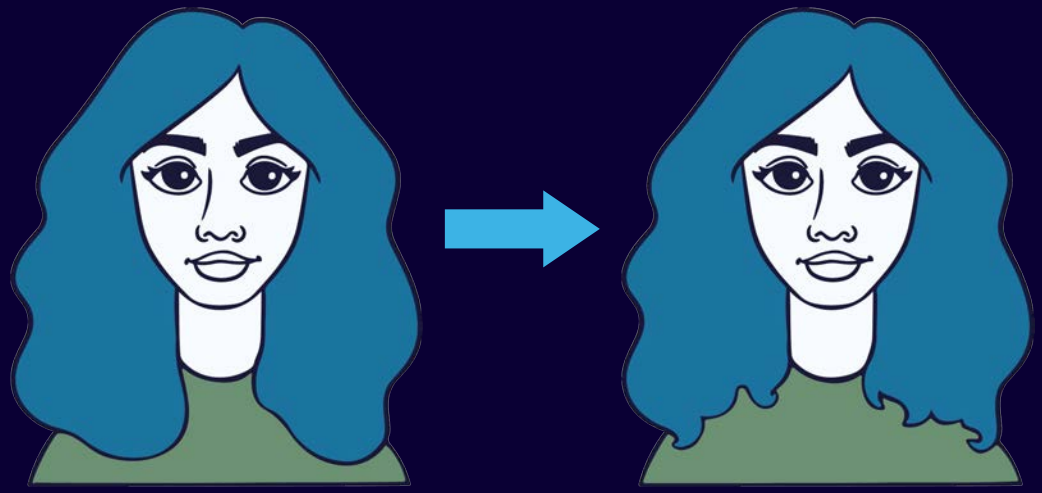
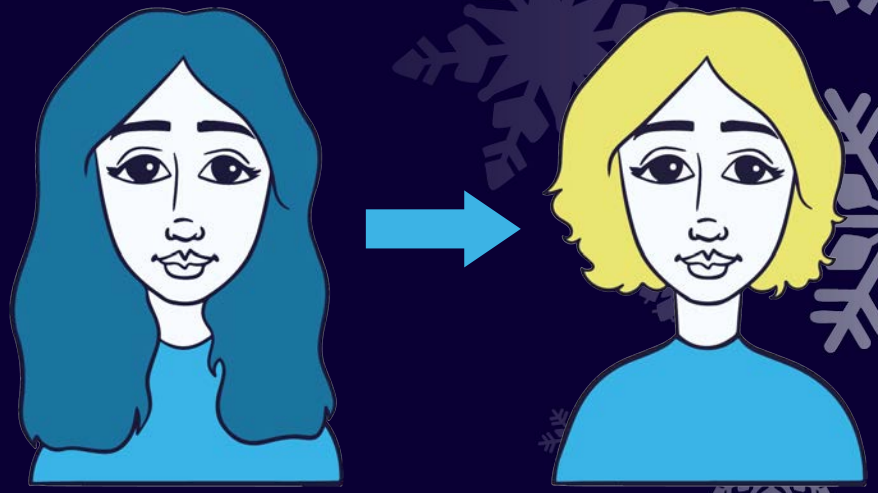
The ideal patient/procedure

"Just a trim."



VS

"A cut and dye."



Ask yourself, "Which procedures and insurance will yield the highest revenue?"

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Locate these ideal patients

Once you have identified the procedures and insurance that you are looking for, you can use that big data we discussed earlier to determine who in your area needs that care.

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What should you look for in a ‘big data platform’

- Lead with healthcare
- Willingness to sign a BAA
- Integration with PM/EHR

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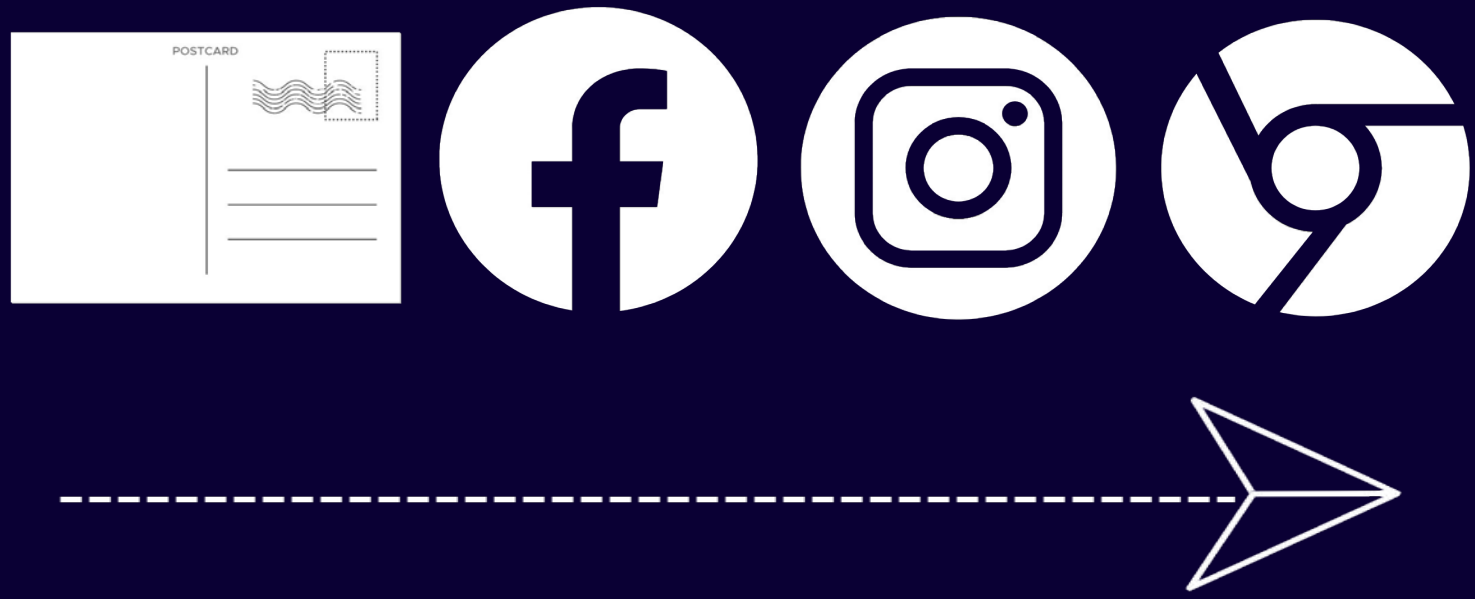
Send marketing messages



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DOC's Postcard Campaign

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Taking Risks and Measuring Success

What is your alternative to progressive marketing tactics?

How do you measure the success of your marketing risks?

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How We Measured Success (KPIs)

$37,500
Campaign Cost

144
New Patients

272
Unique Patient Appointments

72%
of patients acquired needed surgical intervention

$1.2 M
Collectible Revenue

3,191%
Return on Ad Spend

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Structuring our next campaigns

- Narrow down our focus
- Get physicians thinking about there ideal patients
- Allocate the cost

Questions?

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DOC Postcard Campaign Case Study

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