



**HEALTHCARE
MARKETING SUMMIT**

Sponsored by SocialClimb

Predictive Analytics Workshop

**HEALTHCARE
MARKETING SUMMIT**

Sponsored by SocialClimb

Predictive Patient Explorer

**HEALTHCARE
MARKETING SUMMIT**

Sponsored by SocialClimb

**Campaign #1 - Any Acute Upper
Respiratory Illness (Primary Care)**

Preview



Front



Back

Audience

AUDIENCE SIZE

6,847

AUDIENCE DETAILS

Any Acute Upper Respiratory Illness (Primary Care) Age 45+

MODEL

ENT: Any Acute Upper Respiratory Infection

RISK

Extreme Risk, High Risk, Elevated Risk

Attributed Touches

DELIVERED MAIL

6,838

ASSISTS

107 (1.6%)

APPOINTMENTS

405 (5.9%)

NEW PATIENTS

403 (5.9%)

Postcard Direct Activity

QR CODE SCANS

7 (0.1%)

CONVERSIONS

26 (0.4%)

**HEALTHCARE
MARKETING SUMMIT**

Sponsored by SocialClimb

**HEALTHCARE
MARKETING SUMMIT**

Sponsored by SocialClimb

Campaign #2 - Consumer Perception Survey

Preview



Front



Back

Audience

AUDIENCE SIZE

4,258

AUDIENCE DETAILS

Consumer Perception Survey_April 2024

MODEL

Mental Health: Any Mental Health

RISK

High Risk, Elevated Risk

Attributed Touches

DELIVERED MAIL

4,257

ASSISTS

58 (1.4%)

APPOINTMENTS

88 (2.1%)

NEW PATIENTS

47 (1.1%)

Postcard Direct Activity

QR CODE SCANS

51 (1.2%)

CONVERSIONS

3 (0.1%)

**HEALTHCARE
MARKETING SUMMIT**

Sponsored by SocialClimb

**HEALTHCARE
MARKETING SUMMIT**

Sponsored by SocialClimb

Campaign #3 - OBGYN

Preview



Front



Back

Audience

AUDIENCE SIZE

6,320

AUDIENCE DETAILS

OBGYN Dr. Moore (Any Maternal Care - Re-target)

MODEL

OBGYN: Any Maternal Care

RISK

Extreme Risk, High Risk, Elevated Risk

Attributed Touches

DELIVERED MAIL

6,266

ASSISTS

24 (0.4%)

APPOINTMENTS

26 (0.4%)

NEW PATIENTS

23 (0.4%)

Postcard Direct Activity

QR CODE SCANS

1 (0.0%)

CONVERSIONS

...

**HEALTHCARE
MARKETING SUMMIT**

Sponsored by SocialClimb

HEALTHCARE MARKETING SUMMIT

Sponsored by SocialClimb

Q&A

**HEALTHCARE
MARKETING SUMMIT**

Sponsored by SocialClimb

Thank You!