How a Midwestern pediatric medical center used data to empower physician marketing

About HealthLink Dimensions

In the healthcare and life sciences industries, accurate and up-to-date data is highly prized. HealthLink Dimensions provides the solutions necessary to strengthen a variety of core business needs, including master data management, handling regulatory and compliance issues and developing high-performing marketing campaigns. The company’s leadership is deeply invested in the healthcare, pharmaceutical, medical device manufacturing and biotech fields, which allows HealthLink Dimensions to provide keen insight into each client’s needs.
Roadblocks to data-driven marketing

“It has been our experience that pediatrics data is really very difficult to find.”

For the Marketing Operations team in the Marketing and Communications Department at a top-tier Midwestern medical center specializing in pediatrics, the perennial challenge has been accessing data that meets the scope and depth of the organization’s marketing initiatives. More than that, the medical center requires highly detailed and accurate information for pediatricians and pediatric sub-specialists, not only to support its academic initiatives in continuing education, but also to attract physicians to its world-class treatment and research facilities.

Keeping in mind the variety of pediatric subspecialties, the medical center cannot afford to implement overly broad marketing campaigns for continuing education or research opportunities to a physician audience that has unique interests and career goals.

“It’s very hard to zero in on pediatric data, and that’s really the main data element we’re seeking.”

Prior to working with HealthLink Dimensions, the medical center relied on multiple sources of disparate information that ended up being disjointed when the Marketing Operations team tried to apply it to various campaigns. This is one of the major hurdles the healthcare organization overcame by partnering with HealthLink Dimensions. The medical center gained access to comprehensive data that allowed it to build complete physician profiles.

“HealthLink’s data is not just an email, not just an address,” explained the Marketing Data Analyst for the pediatric hospital. “It also might include physician practice or additional profile information.”

Without the right data, healthcare organizations can’t create customized messaging for targeted subspecialties.

Acquiring custom and up-to-date data helps the organization target a certain area; in other words, the full breadth of physician data allows the hospital to integrate geographic segmentation into its marketing campaigns. For instance, the marketing team can prioritize communications to pediatricians or pediatric specialists who focus on urgent care and are located near the medical center’s facilities. In this case, it wouldn’t make sense and would likely waste financial resources to reach out to physicians on a national level.

“For our highly targeted print and digital messaging, it’s very important we know the state, ZIP code and subspecialty of each physician,” the analyst said.

A direct comparison: Scope, quality and service

The medical center’s marketing team even put HealthLink Dimensions’ data to the test by working with a cold email list sourced by another data provider. A few core insights came to light. First, there simply wasn’t the same level of detail in the contact information when compared to HealthLink’s level of detail. Second, the response rates didn’t achieve the results the organization was looking for. In fact, the bounce rate, when testing the competitor’s data, reached 25 percent, a number that can significantly damage an organization’s sender score. Finally, the partnership and level of customer service between the medical center and the data vendor wasn’t comparable to the hospital’s previous experiences with HealthLink Dimensions.

In a 2014 survey of existing clients conducted by HealthLink Dimensions, 63 percent of healthcare and life sciences clients indicated they have used HealthLink’s data and services to improve the performance of marketing programs and roughly one-quarter have been able to lower their sales and marketing expenses.
Driving digital growth and success

As more of the medical center’s marketing communications move online, it’s increasingly important for the organization to maintain an accurate email database and segment its contact lists to accomplish its campaign goals. For instance, the healthcare organization holds online symposiums attended by a panel of physicians from the hospital that belong to specific subspecialties. To improve response rates to this type of digital event, the medical center distributes digital invitations to pediatricians who specialize in the same area. This allows the medical center to reduce its print costs because it’s distributing publications only to those individuals who are most likely to find them relevant.

But, contact data is just part of what the pediatric medical center values in its partnership with HealthLink Dimensions. As important as high-quality data is, there’s also the expert customer service element that allows the healthcare organization to effectively and efficiently integrate the information while meeting campaign deadlines.

“Behind the scenes, we know HealthLink is continuously updating their lists,” explained the Marketing Data Analyst. “This increases our trust in the data. Additionally, we value their years of experience and focus within the healthcare industry, and we wanted a vendor that pulled data from many resources.”