

The Key to High-Performing Content in Healthcare: [*Personalization*]

Content

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Introduction

We've come a long way since the days of the one-size-fits-most healthcare solution. Patients have choices and demand a personalized approach to care, both in the exam room and in their digital patient experience. In the patient's eyes, if content isn't personalized, it's not relevant to them.

Marketing personalization transforms patient data into useable insights to maximize the relevance of your marketing campaigns for each patient, prospect, or customer through hyper-focused segmentation.

Greater relevance equals higher response rates. You create content the individual patient cares about. They only see the content that's most relevant to them. Now, you have their attention. It's time to meet your KPIs.

What could generating a more personalized patient experience do for you?

Controlled studies show personalization can deliver **six times (6X) more transactions** than non-personalized content. Unfortunately, despite this massive opportunity, only 30% of healthcare businesses have adopted this concept.

Introduction (cont.)

Let's look at this through **your patient's eyes.**

Joanie is a 37-year-old female in good health who your doctor treats for a thyroid issue. She opens her inbox to see a headline, "Do This to Manage Your Diabetes".

What does Joanie do next? At best, she ignores the email. It's irrelevant to her. At worst, she thinks, "Why does my doctor think I have diabetes? Maybe I need a new doctor."

Joanie and every other patient like her didn't open the email, resulting in a lower open rate. Ten percent (10%) went further by clicking "Unsubscribe". One patient left the practice.

Let's do something different. Every patient gets an email relevant to them. Fifty percent (50%) open it. No one hits "Unsubscribe". They see your emails as applicable.

That's the difference personalization makes.



Healthcare Content Performance Through Personalization

How many ads do you see daily on social media? What about the number of news articles or blogs?

The answer is likely **too many to count.**

Your prospective patient faces the same barrage--day in and day out. Like you, they have limited time and attention for the onslaught of information coming their way. They struggle to focus on any content unless it appears highly relevant to them.

If the headline is irrelevant, no click. If they click and you fail to deliver on your headline's promise, they back out. No conversion.

Your healthcare content performance depends on your ability to personalize.

RAD AI

Let's Talk

The Benefits of Personalization

- Patients and prospects remember you. Your content connects with them on an emotional level. You get them. If they're not yet your patient, they now know where to go when they need the services you provide.
- **You're top of mind!**
- As a bonus, your content delivers on your mission to improve patient outcomes through education. Your targeted, personalized messaging inspires patients to take control of their health.
- Studies show that connecting with the patient in this way **increases engagement by 300%.**

Forging an Emotional Bond

What does it mean to forge an emotional bond? You're **connecting on a human level**, pure and simple. For that reason, content performs.

You're in tune with this individual patient's needs thanks to your wise use of data to personalize their experience. You can now solve their "unique" problems and help them accomplish their goals.

Through this emotional connection, you build the trust relationship critical to getting marketing results with your audience.

Did you know the American Psychological Association found that content that builds an emotional bond leads to a higher level of recall?

Emotional bonds deliver results.



Forging an Emotional Bond

Let's build an emotional bond with your audience by:

- **Sharing patient stories your audience can relate to** - In compliance with HIPAA, of course!
- **Leveraging the power of personas** - Deliver the right message to the right person at the right time.
- **Making it personal** - Use relatable language and speak directly to your audience with "you" and "we".
- **Maintaining a compassionate and authentic voice** - Present yourself as a trusted friend, not an unapproachable authority figure.
- **Using data to personalize the patient experience** - 81% of consumers are willing to trade personal data for a personalized experience. 79% say they "feel" loyal to brands that can deliver a personalized experience. Loyalty--that's an emotional bond.

Want to learn more about how to build emotional bonds? See our RAD AI healthcare case study.

[See our RAD AI healthcare case study](#) 

Changing Behavior to Impact Lives



RAD Ai

As a healthcare provider, you have the unique opportunity to improve lives by changing behaviors. Influencing behavior is what marketing is all about.

Do you have patients struggling to exercise or keep their vital screening appointments? Personalizing content allows you to directly influence compliance, promoting better health in your patient population.

If a piece of content doesn't relate to this person at this time, it doesn't go to them. That's the perfect timing that gets results--both for your marketing campaigns and the patient.

Let's Talk

How to Personalize Content for Healthcare Audiences

There are four primary ways to leverage personalization in marketing content for your audience.



**Know your legal
and ethical limits**



**Implement a CRM
platform**



**Use effective data
management**



**Establish accurate
personas**

The Legal & Ethical Considerations

We don't have to tell you about the **ethical and legal considerations** when we're talking about using actual patient data to personalize each patient's experience beyond the exam room. HIPAA's privacy, accessibility, and data security requirements are no joke.

For this reason, we suggest you focus on browsing behavior and online interactions rather than medical record data. With the right tool, this data is easy to acquire and use to create a personalized experience.

Tips to navigate these considerations:

- **If your company does not have access to Protected Health Information**, you can safely re-target people based on the types of emails they sign up for and the web pages they visit.
- **Get creative with your marketing concepts** to avoid, for example, sending someone with diabetes nothing but diabetes content. Much of your content will apply across segments, like exercise, nutrition, or stress management.
- **Focus on providing information** about the product/service you're selling as it relates to the segment without directly addressing a protected diagnosis.

The Value of a CRM

Let's Talk

Customer Relationship Management (CRM) platforms support personalized healthcare marketing efforts:

1. Track the performance of your marketing efforts.
2. Know where patients are on the buying journey.
3. Gain insights into patient interests and behavior.
4. Optimize email sequencing to get the right message in front of the right person at the right time.

A CRM platform employs patient data analysis, machine learning, automation, and segmentation to make this possible. It helps you **create and streamline your workflow** to personalize each patient's experience with less ongoing effort.

Word of caution: Implementing the right CRM for your company takes time, and what works for another company may not work for you, so it's critical to try before you buy.

We recommend committing 90 to 120 days to research and test different CRM options before deciding on one that best aligns with your personalized healthcare marketing efforts.

Effective Data Management

Let's Talk

What could better data management do for you? Effective data management gives marketers the ability to create segmented email lists based on user behavior. By far, segmentation is the **most cost-effective and efficient** way to personalize content throughout the Buyer's Journey.



Personalized and promotional email campaigns deliver **six times the revenue** compared to non-personalized campaigns.

To create persona-based email sequences and get optimal results include:

- AI-optimized language
- AI-optimized topics and subject line
- Influencer content inclusion



Maximize the collection of volunteered data using a data collection form at the bottom of your landing page. Prospects provide contact information that allows you to **move them into a personalized email sequence funnel.**

Create personalized lead magnets with whitepapers and content. **Provide initial value that turns prospects into passionate customers.**

Content Personalization Using RAD AI

AI technology multiplies the impact of your marketing team's efforts. It provides you with the data you need to create effective, personalized content for healthcare readers. Put that data to work to meet your KPIs.

The RAD AI content personalization platform drives segmentation, personalization, and data-driven insights, so you get **better content results, more engagement, increased conversion rates**, and the knowledge that you're helping people through relevant content.

RAD AI's **Machine learning (ML)** uses behavioral data to predict and maximize performance for:

- Blogs
- Emails
- Landing pages
- Product descriptions
- Digital ads

Blending data science with the creative process, RAD AI supports a better strategy, one that's built around optimizing content for each customer segment to maximize content performance.

[Click here](#)

to learn more about RAD AI

Thank You

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