

IMPROVE HEALTH OUTCOMES WITH
DIGITAL HEALTH MARKETING

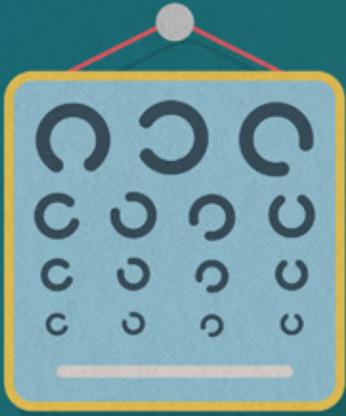
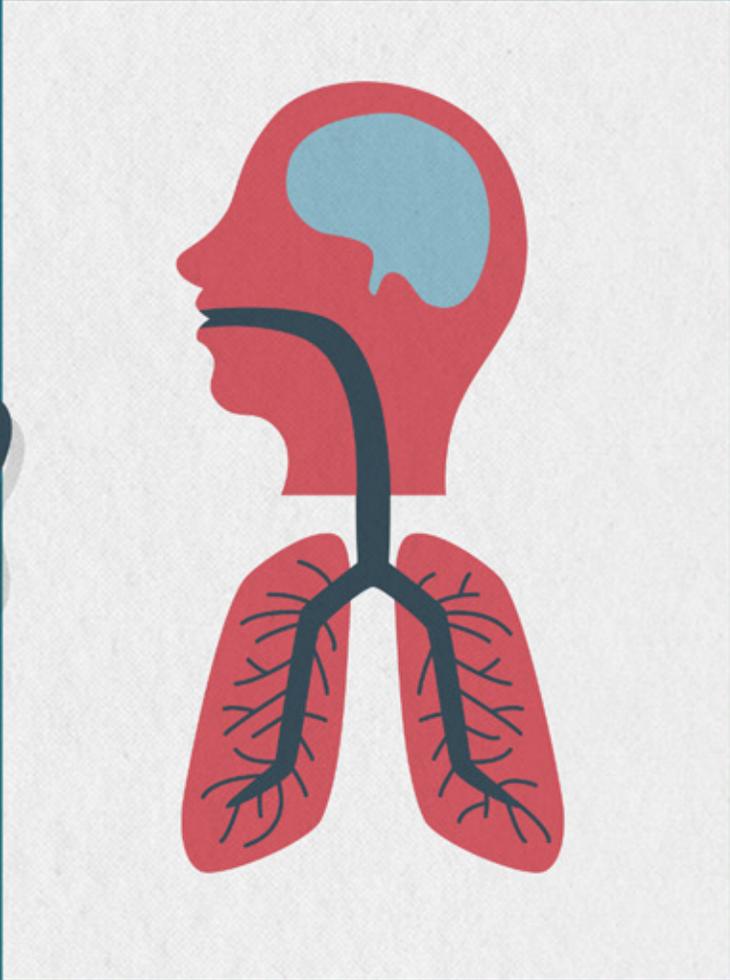


Table of Contents

02	Introduction
03	A New Focus on Patient Engagement
03	Carpe Diem: Digital Health Marketing
04	Create Meaningful Digital Experiences
05	A Healthy Ecosystem of Connected Experiences
06	Stay Fluid: Close the Data Loop & Refine
08	Achieve and Maintain HIPAA Compliance
10	Pyxl: Digital Health Marketing Experts

Introduction

The distinction between digital and real life is no longer something we talk about—they are one and the same.

When we face a problem in today's world, we figure out solutions by hopping online and researching, reading comments and reviews, browsing forums and asking for friends' advice via social media. We are more informed than ever, but we need guidance to sort through the sheer volume of data in order to find the right answers to our questions.

Now, organizations can find customers on the other side of the world that would likely never have been found just a decade or two ago. You can go online to conduct all activities related to banking, apply for a loan or purchase just about anything. But interacting with your own doctor, pharmacists or insurance company has been near impossible.

As such, companies need to be visible online, sharing their best content and talking about big picture ideas and problems that their business model can help solve. This has been beneficial for other industries, but healthcare has seemingly become more complex than ever.

It's true—healthcare has been slow to embrace the digital world. There are many players across a huge ecosystem of companies and everything must fit into a highly regulated system—some are using digital, while many are not yet there.

It's an exciting time in digital health, with over \$3B in digital health funding for the first three quarters of 2014 alone. That's up 100% from last year and growth forecasts are off the charts.¹

So, how should you sort through the healthcare ecosystem and make sure all the key players are working together in a way that is meaningful to patients and the industry as a whole? We think the answer is clear—digital health marketing.

¹ <http://rockhealth.com/resources/digital-health-facts/>

A New Focus on Patient Engagement

Before we get into why digital health marketing will save healthcare, the most important point to understand about the present and future healthcare industry—digital or not—is that its success hinges on one thing: patient engagement.

The Affordable Care Act and other policy changes in Washington have shifted focus to this all-encompassing key metric, especially through Meaningful Use. Its point is clear—when patients are engaged with their own health, whether they're treating a chronic disease or simply attending routine preventative checkups, they live healthier, longer lives and drastically reduce the burden they place on the healthcare system.

A patient who is engaged is someone who works to meet their health goals, by being compliant with treatment recommendations and staying proactive. They also have healthcare providers who put their individual health needs, engagement and satisfaction first. They need to rely on tools that help them achieve this, and this is where digital marketing can be really exciting.

The bottom line is that patients come first. As such, each piece of the healthcare ecosystem needs to consider its role in patient engagement and how it supports the doctor-patient relationship.

Carpe Diem: Digital Health Marketing

The most successful healthcare companies will focus their products or services on enhancing patient engagement and the doctor-patient relationship. But in such a crowded and complicated space, how do you connect everything together around the patient in a way that works, with simple and clean design, impeccable development and of course, useful and compelling content?

The answer is digital health marketing.

The healthcare industry is seeing a great deal of digital growth as companies are finding ways to enhance patient engagement. From software as a service (SaaS), to medical devices and mobile apps, we're seeing all sorts of new application programming interfaces (APIs) and ways to leverage data to help patients live healthier lives.

When people use a technologically progressive system that puts patients first at every step, we'll see better overall health. Providers will get paid more. Payers and Accountable Care Organizations (ACOs) will save more. We'll have unheard-of insight into data, leading to personalized, predictive health models. Imagine being able to see a disease coming before you have any symptoms!

Digital health marketing can connect the dots between healthcare providers and people—from an entire hospital system to one patient. Simply focusing on your core business can enhance the patient experience and the healthcare experience overall.

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How can that be done, you ask? There are four key ways to ensure your digital marketing strategy keeps up with the explosive growth of the healthcare industry:

- + Create meaningful digital experiences
- + Connect these experiences together
- + Close the data loop
- + Achieve and maintain HIPAA compliance

Create Meaningful Digital Experiences

Today, patients can hop online and have their pick of any organization or solution they desire. They can research your products or healthcare services, what the industry is saying about your organization, what your culture and values are like, the reviews patients leave or comments posted about you on forums and social media.

Your organization needs to be proactively sharing information and relevant content online to create a connection with people—to help them understand that you're the best fit for them and their health needs, as well as build their trust in you as a reputable healthcare organization. What's valuable to your potential patients? What questions do they have that you can help answer? Why should they choose you over your competition?

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Answering these kinds of questions can create more meaningful engagement and improve your patients' experience.

The way your organization engages with your potential patients, through content, your web properties and social media, among other channels, creates the experience.

What Kind of Digital Experience Does Your Organization Create?

- Does it build trust?
- Does it keep patients coming back?
- Does it reach patients emotionally?
- Is it seamless from mobile to desktop?
- Does it speak to patient health outcomes or to your own bottom line?
- Does it directly impact patients and their doctors to enhance engagement and overall health?

Meaningful experiences connect people together. A robust digital marketing platform makes sure everyone—from prospects to longtime, loyal patients—is given the content they need, at the time they need it, guided to the next step in the buyer’s journey and treated as an individual.

That’s the first step—create amazing digital experiences—but that’s just the start. You also need to ensure that these experiences fit together.

A Healthy Ecosystem of Connected Experiences

Digital experiences need to be connected together—whether through enforced government standards or the generous, open sharing of APIs—in order to best serve patients.

Perhaps your organization builds healthcare system back-end infrastructure—how patient-focused are you? Although patients might not be using your product directly, it can still affect them. Secondly, what does your product’s focus on healthcare providers look like? Are these systems able to support patient engagement? How are you connecting with the other companies in your space? Back-end integration is incredibly important, but oftentimes, focusing too heavily on it leads to the forgotten patient, who is much more interested in their front-end experience.

Or, let's say your organization manages EHRs for providers and payors, is the EHR designed in a way that helps providers see trends and better find solutions to their patients' problems in real-time? If the physician is your customer, are they delighted by your product's experience? Can big data warehouses see each patient as an individual, with related data from their other points of care? Or is data simply collected just to make it easier to process payments?

If every healthcare service and tool were focused on one thing—patient engagement—wouldn't it be easier to seize the opportunity and connect the pieces of the system together? The key is to concentrate on what potential patients are interested in. How can your organization help them?

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Stay Fluid: Close the Data Loop & Refine

As the healthcare industry continues down this path, take digital marketing best practices into account and close the data loop in order to refine and continually adjust your strategies. There's never going to be one solution for everyone, and with a marketplace changing as fast as healthcare is, you certainly need to stay nimble and make sure you fully understand patient engagement today and how it could change tomorrow.

Understanding and refining the experience your organization provides is essential. The patient experience doesn't end when they leave their doctor's office, nor does it end when they leave your website—it's ongoing and in real-time.

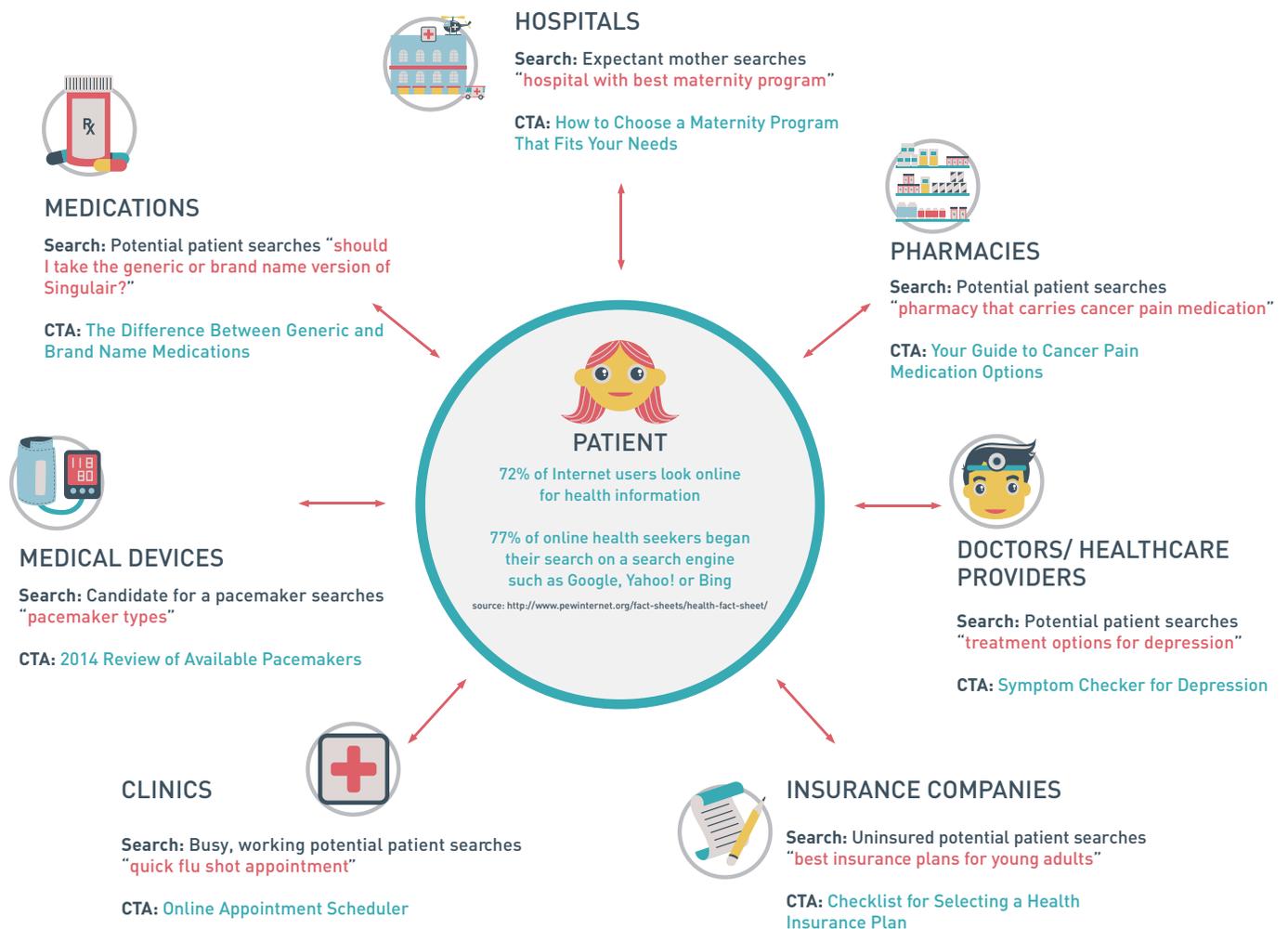
At Pyxl, we're constantly testing progressive technology to automate and enhance our customers' experiences. We search for new insights into data so we can focus on making our content and experiences even better than they were yesterday.

New technology can make everyone's lives easier and organizations more successful, but you need to put the data to work. You also need to closely follow industry trends, patient and provider needs and ensure your content and digital experiences are always adapting to make the most out of patient engagement. Establish your organization as a thought leader, serving up relevant, thoughtful content when your potential audience is looking for it.

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Healthcare Patient Ecosystem

All parts of the healthcare ecosystem can find a way to focus on engaging patients. Potential patients are constantly searching for more information—anticipate their questions and provide them with answers. In the diagram below, you will see what potential patients might be searching for, along with a possible call to action (CTA) that you could place on your website, leading these potential patients to download content that will answer their questions.



Of course with the vast amounts of data available to be collected, you run the risk of data fatigue. That's why it's so important to distill and design around only the most important information. Healthcare provider intel should be smart, not static. mHealth apps and servers alike should be developed to help healthcare providers identify trends and diagnoses—not just give them endless amounts of data.

It's not just about collecting data and creating content, it's about making that data and content relevant to what patients and doctors need, when they need it. Treat every campaign as a chance to learn more about, and help, your potential audience.

Achieve and Maintain HIPAA Compliance

To help patients actively engage with their health, many apps and companies are collecting, sharing and accessing patient data. It's always important to keep regulations top of mind when developing digital marketing strategies, as improper use or access of patient data can lead to violations and considerable fines.

In 1996, Congress passed the Health Information Portability and Accountability Act (HIPAA) to ensure patient health information is kept secure and can only be accessed and used to enhance patient care. Of course today, the way we create and access data is much different. Many are expecting Congress to issue an update to HIPAA to reflect the current state of digital healthcare, including mHealth and cloud security.

Organizations subject to HIPAA, referred to as “covered entities,” or organizations delivering services to covered entities, known as “business associates” include:

- + Healthcare providers such as doctors, hospitals, etc.
- + Healthcare insurance and health plan clearinghouses
- + Businesses who self-insure
- + Businesses that sponsor a group health plan and provide assistance to their employees on medical coverage
- + Businesses that deliver services to other healthcare providers

Beginning in September 2013, the Omnibus Final Rule, an addition to HIPAA, requires that providers, payors and their business associates update privacy and security policies. The rule defines business associates as anyone accessing patient data in any capacity, i.e. your various agencies, CRM platforms, etc. It also makes it clear that all marketers must have patient permission in advance of sending them any marketing materials.

The simple truth is that maintaining HIPAA compliance is not crystal clear, but that shouldn't stop companies from focusing on patient engagement and enhancing their digital experiences.

Important points to ensure you maintain compliance:

- + Always remember to respect patient privacy
- + All patient data can only be used to enhance their care
- + Do not contact patients unless they've given permission (usually through a healthcare provider)
- + Use best practices to secure your data, whether in the office or the cloud

When creating digital experiences that target potential patients through various marketing programs, you'll want to make the following HIPAA considerations:

What can't you do?

- ✗ Send marketing messaging specific to a patient's care without the individual's authorization
- ✗ Sell lists of patients or enrollees to third parties without obtaining authorization from each person on the list
- ✗ Utilize remarketing ads

Why HIPAA doesn't apply to marketing programs:

- ✓ HIPAA is for patients; HIPAA does not apply to marketing programs that target potential patients and other interested parties
- ✓ Those who convert on content offers freely give their information and agree to receive marketing information
- ✓ It is not necessary to utilize any protected health information (PHI) in marketing communication

Additionally, don't forget that your digital experiences and content, from blog posts and white papers, to social media posts, eBooks and other content, should never share or use patient data or testimonials without expressed written permission from that patient.

Pyxl: Digital Health Marketing Experts

At Pyxl, we create compelling brand experiences in the digital world. Healthcare is a fascinating industry because it's always changing and impacts everyone's lives. From B2B SaaS apps to patient engagement tools like mHealth apps, all companies need to use proactive digital health marketing to find and keep patients, while cohabitating with other organizations, to create a healthier healthcare industry.

We can do this by combining the latest technology with beautiful design to create experiences that focus on one thing—patient engagement.

Here are six ways you can seize the opportunity:

1. Put your website to work and generate leads by attracting new potential patients. It's not just a billboard!
2. Ensure your website is responsive and functions well on any device in any location—reach your potential patients where they are.
3. Use automated technology to nurture leads into actual patients. Guide them to be your organization's biggest evangelists.
4. Stay current with technology and trends in the healthcare industry. Who can you partner with? How can you connect the dots? Where can you add value?
5. Create compelling content that is helpful and answers potential patients' questions, providing them with valuable information and positioning your organization as a thought leader.
6. Keep patient engagement in mind no matter what your healthcare organization does and who your main target audience is.

Self-discovery is how we make decisions nowadays. The right digital health marketing mix will help your customers find you all on their own in a very complicated, almost chaotic ecosystem. With its explosive growth forecasts, this is a very exciting time to be a part of digital health.

One thing is clear if Pyxl has anything to say about it: digital health marketing will make patient engagement a shared goal across the healthcare industry. We're taking it on ourselves to make sure of it.

We understand the importance of achieving and maintaining HIPAA compliance, and we make it a priority to monitor for related news, policy updates and trends to share with our clients. While compliance is very much a moving target, the simple fact is that regulations will not impede the industry's movement towards patient engagement.

As industry experts, we understand the complexities of digital marketing in healthcare. Leveraging our experience with clients across the healthcare spectrum, we can help you find and attract your idea customers—whether that’s patients, healthcare providers, insurance companies or the general public—all while putting patient engagement at the forefront. Interested in learning more? Please contact us today.

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