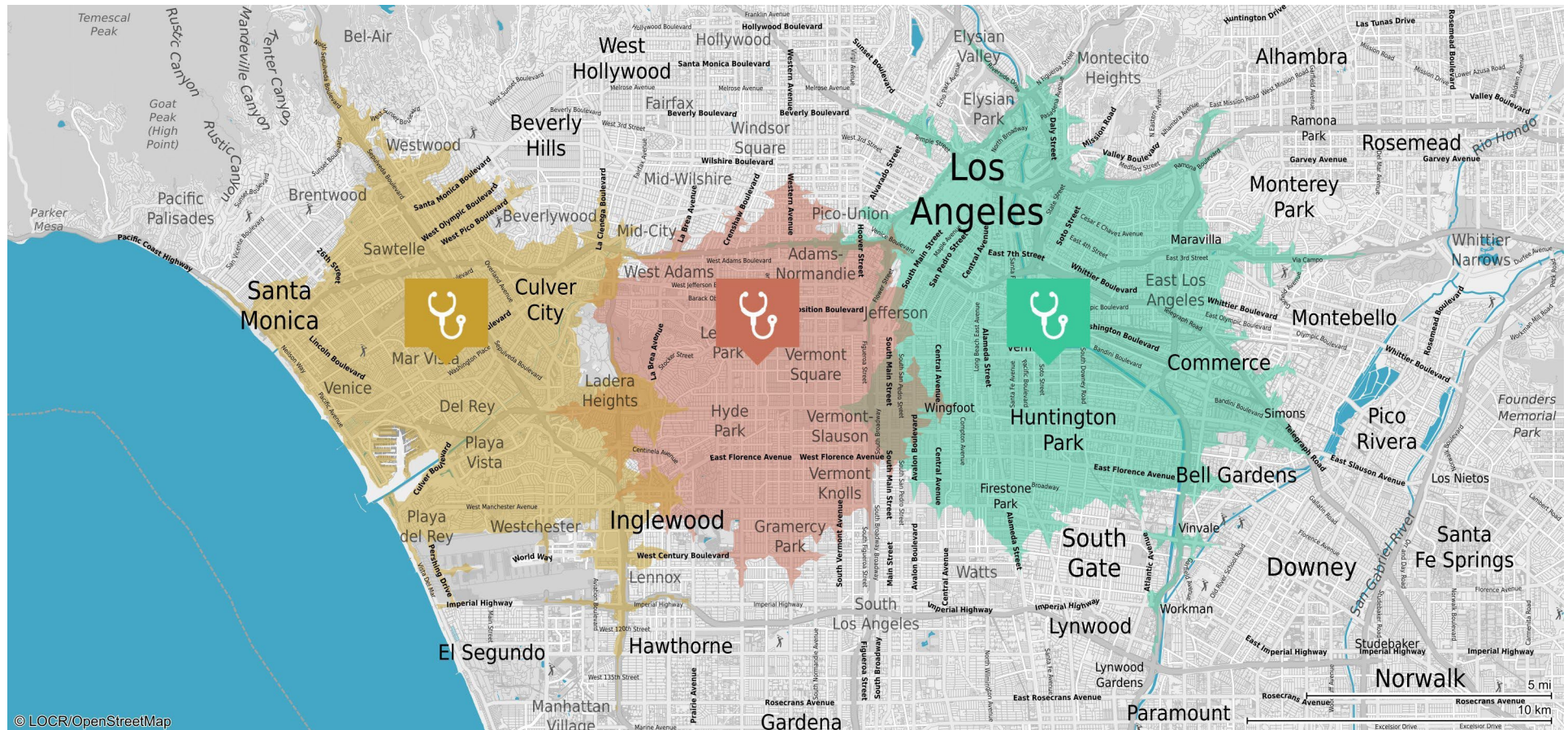




GEOMARKETING IN PRACTICE:
HEALTHCARE

INTRODUCTION

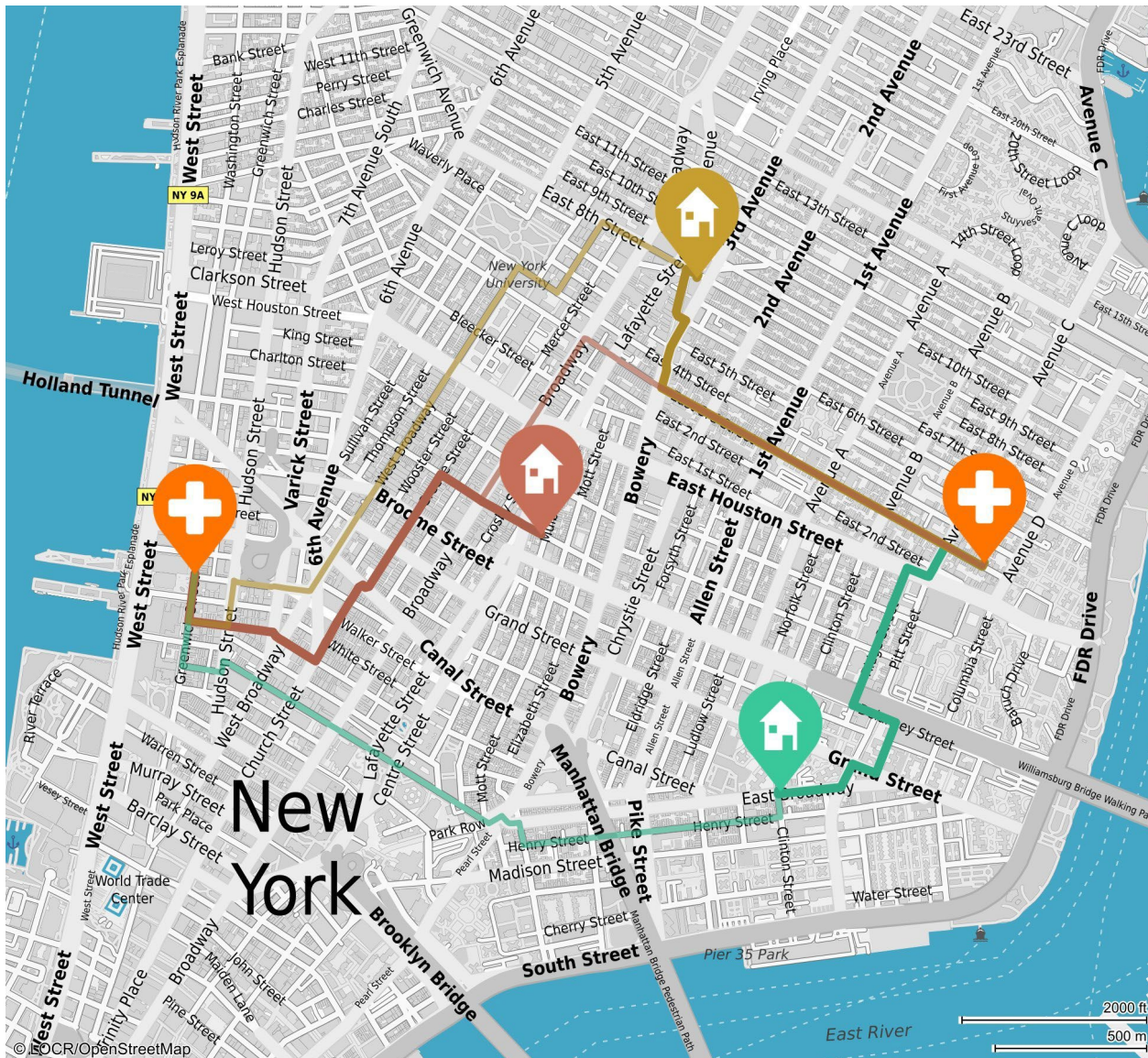


All industries have to be creative in their marketing to attract customers, but healthcare has the most unique challenges. After quality of care, location is one of the major factors patients consider when

choosing a doctor. Marketing services based on geodata can help healthcare marketers to create patient-centered communications and easily show new patients the way.

This e-book provides ideas to meet the challenges healthcare providers might be facing, gain insight into opportunities for print and marketing providers and ways to successfully address new patients.

THE HEALTHCARE CHALLENGE



Over the past two decades, marketing spending in the U.S. healthcare sector has nearly doubled. An American study found that the "annual health care marketing surged from \$17.7 billion in 1997 to at least \$29.9 billion in 2016, driven by a rapid spike in spending on direct-to-consumer (DTC) advertisements for prescription drugs [...]."¹

Further growth of the healthcare system due to more and more newly approved drugs, disease awareness campaigns but also due to the steadily growing population, can thus be predicted for the coming years.

Now is the time to differentiate yourself from other competitors in the market and find creative solutions to benefit from the growth of the healthcare sector.

A MARKETING-DRIVEN COMPETITION

Healthcare providers will need to redesign and re-promote their services to stand out from competitors and attract patients for exams, surgeries and appointments that will increase their profits.

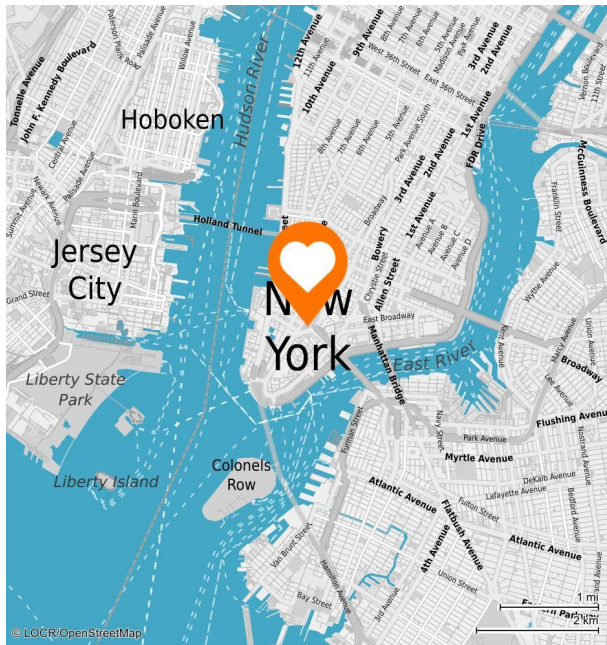
Today it is more critical than ever for healthcare companies to focus on initiatives that drive revenue growth and build a pipeline of care, elective procedures, and other priority services.

The Forum for Healthcare Strategies believes that marketing will play a vital role in that competition, saying:

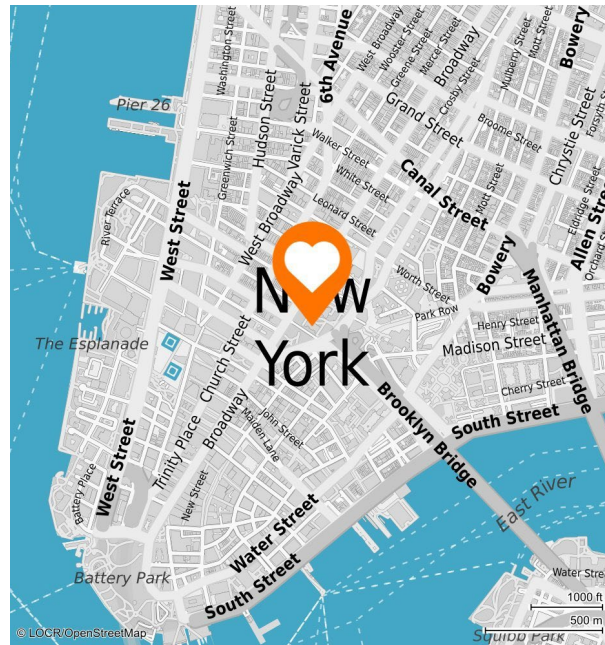


Helping patients access the proper care in the right location contributes to the patient experience and long-term profitability of the healthcare company.

THE ROLE OF DIRECT MAIL



To get patients into doctor's offices, healthcare marketers are using various tactics, including social media, content marketing, and Google ad words. But direct mail stands out as a critical way to reach healthcare consumers. In today's fast-paced world, potential customers are often overwhelmed by the growing amount of online advertising. However, one medium has turned out to be much more reliable in this sector: direct mailing.



Research firm Gallup reports that 41 percent of consumers actually now look forward to getting their mail.³ Direct mail is also a physical reminder of your healthcare business. If a recipient gets a postcard from you, it stimulates their memory, recalling the last time they visited you. Because it is a physical piece of mail, the recipient can hang on to the mailer as a reminder to schedule an appointment and get back to health.



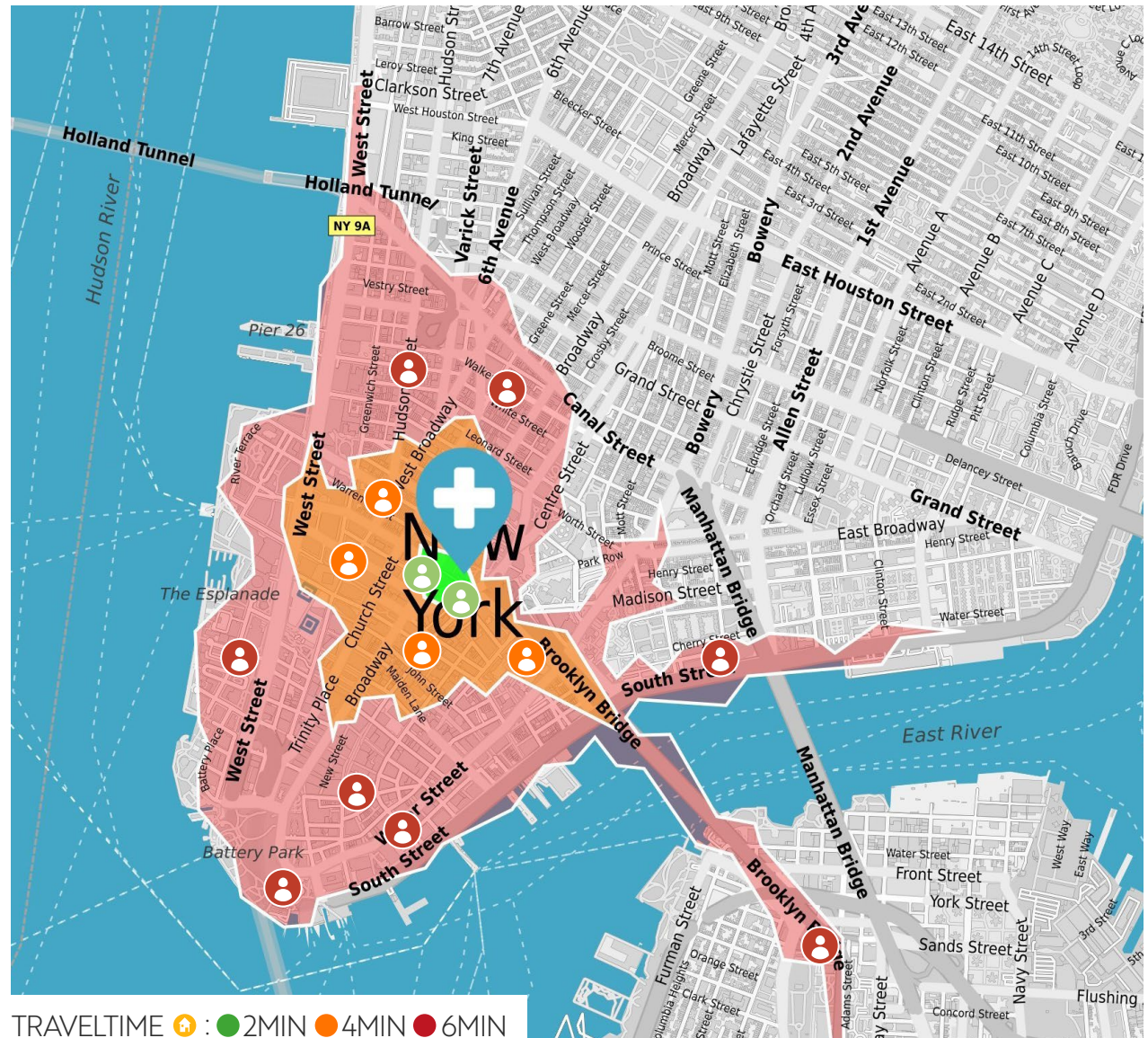
Direct mail also supplements other forms of marketing. A survey done by marketing firm PFL reports respondents were more likely to report "good" or "very good" response rates when direct mail is part of a multichannel marketing campaign. Respondents also reported an 18 percent higher likelihood of achieving "good" or "very good" ROI with direct mail.⁴

THE FASTEST ROUTE TO WELLNESS

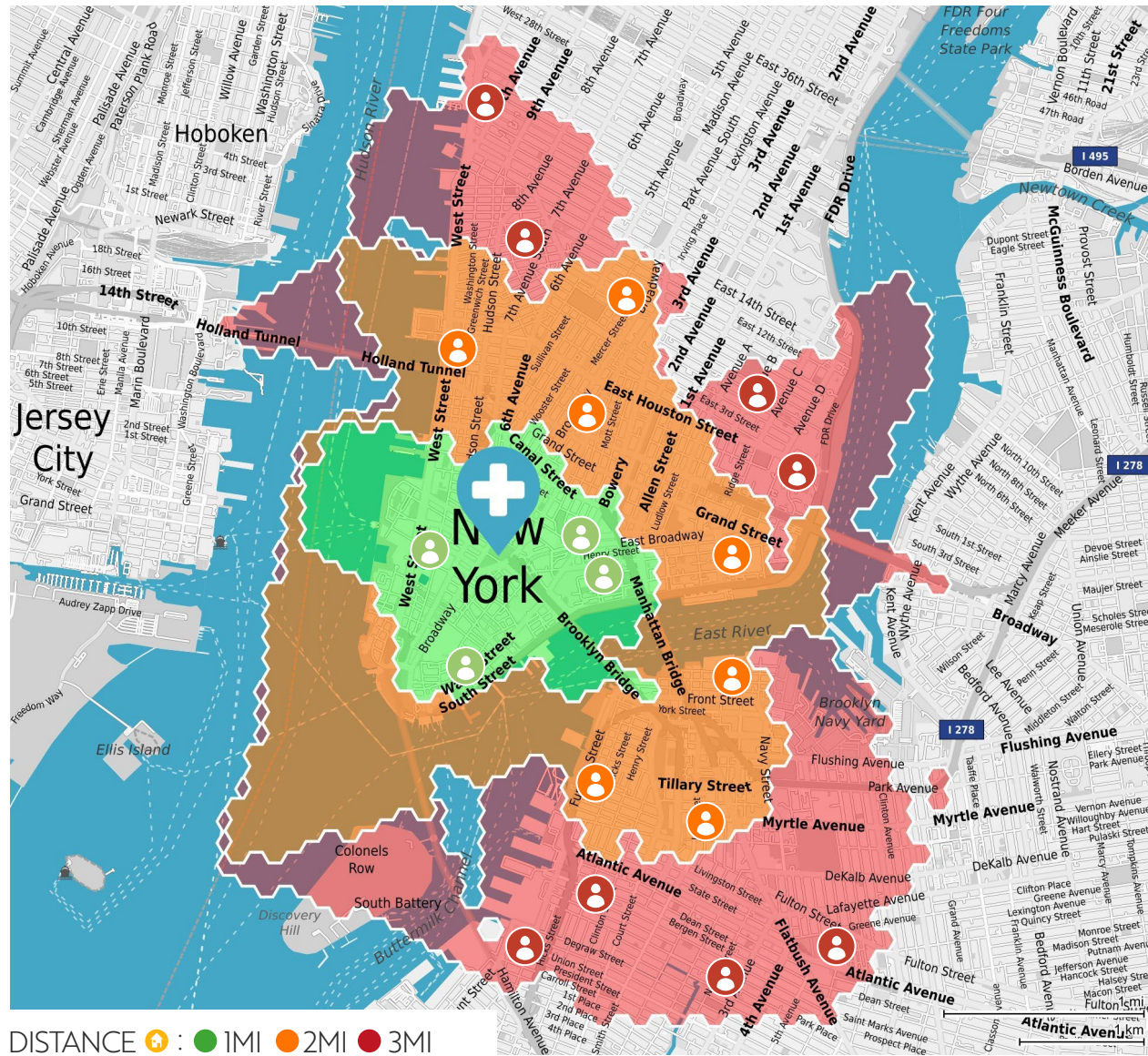
Choosing the optimal location for care is one of the most important factors in making healthcare decisions. Patients might want to access a facility in their town, but healthcare providers often want to get patients to the center that provides the most appropriate care.

Your direct mail campaigns must target patients in the right geographic region and get them to the right clinic or medical office.

Adding locr GEOservices and personalized maps to your healthcare direct mail campaigns ensures you meet both of these goals.



GEOSERVICES



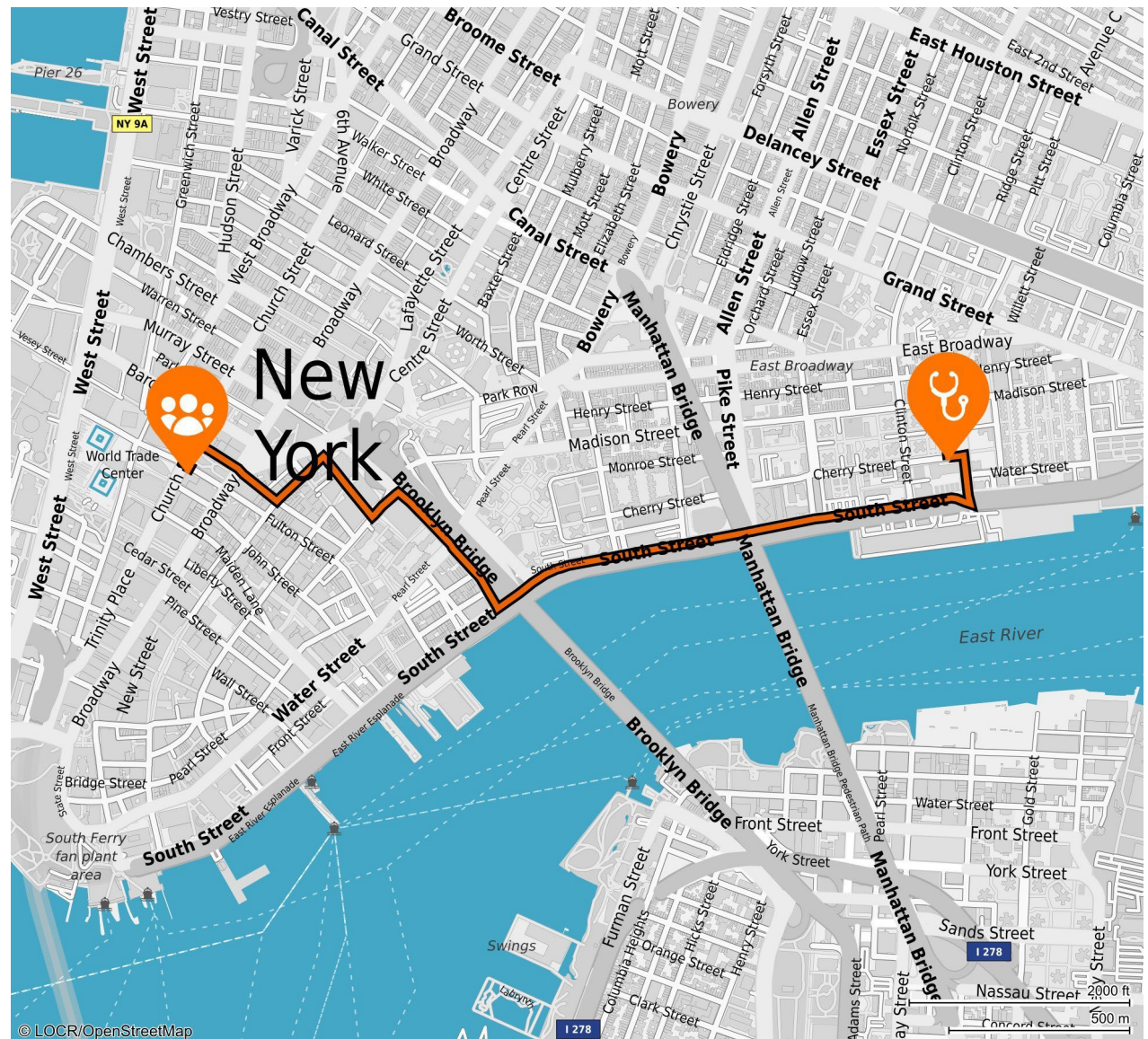
You know that patients will only travel a certain distance to get the care they need. locr's GEOservices give you a way to finely target your mailing list to include only the addresses of the prospects that are closest to your healthcare clients. Using GEOservices, you can buy one large mailing list and fine-tune that list with rooftop precision.

For example, say your client operates four clinics in a metropolitan area. You can buy one mailing list of this area. Then, using locr's GEOservices, you can segment that list so that prospect addresses from one highly targeted geographic section of the list are assigned to clinic A, another targeted segment assigned to clinic B, and so on. This way, you make the most of your mailing list while delivering the right message to the correct prospects about the right location.

PERSONALIZED MAPS

locr's personalized maps let you show the actual route a patient would take to get from their home to the health care provider's office or center. Patients can see the route they would travel and the amount of time it would take to get to the healthcare they need.

Print and marketing providers can add these personalized maps to all the communications they create for their clients – including print, email, personalized websites, and newsletters.



CASE STUDY: UNIVERSITY OF CHICAGO MEDICAL CENTER

LOCR CASE STUDY

UNIVERSITY
OF CHICAGO
MEDICAL CENTER



...that have close you are to
The Best Minds in Medicine.

The University of Chicago Medicine
950 East 61st Street
Chicago, Illinois 60637

We've Got Your Back
Shoulders, Bones, Elbows, Hips, H
Knees, Feet and Ankles.

UNIVERSITY OF CHICAGO MEDICINE
Orthopaedics Center

CASE STUDY: UNIVERSITY OF CHICAGO MEDICAL CENTER

OBJECTIVES

The Orthopaedics Center at the University of Chicago Medicine wanted to increase visibility and new patient visits for the orthopaedics practice in its Matteson, Illinois location.



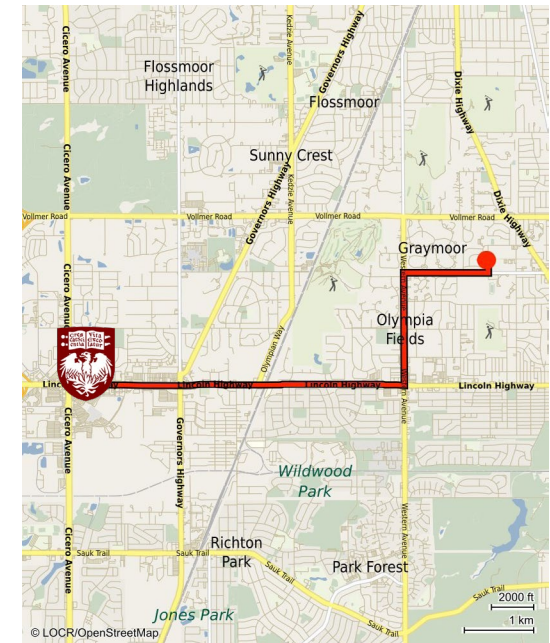
Example Mailing

STRATEGY

The overall campaign message was:

"You don't have to drive to Chicago for adult or children's orthopaedics – world class care is right here, close by".

The UC marketers engaged service provider, Rider Dickerson, to create and send a mailing to 11,000 recipients based on their financial, location and active lifestyle demographics. Each digitally printed mailer included a locr personalized map showing the recipient exactly where the facility was and the route from his or her home. A tailored headline and copy provided the distance in minutes to the clinic.



Example Personalized Map

CASE STUDY: UNIVERSITY OF CHICAGO MEDICAL CENTER

RESULTS

Crystal Senesac, marketing manager for the University of Chicago Medicine said that year on year:

"We saw a 43% jump in new patient visits which we can attribute directly to this mailer. The clinic also saw increased web activity and call volume during that same period. We were very pleased!"

ROUNDUP

Successful outcomes in practice care require getting patients to the right place for the proper care.

That's why healthcare Marketers use personalized maps in their patient communications.

These maps are proven to capture attention and provide a fast, easy way for patients to understand how to get from their home to their healthcare professional location.

DOWNLOAD

Download the full locr Case Study University Of Chicago Medicine:



<https://maps.locr.com/en/blog/case-study/locr-case-study-university-of-chicago-medicine.html>

LOCR GEOPACK

The locr GEOpack is a practical guide on how to plan and implement your own direct mail campaign. It provides tips and inspiration for creating efficient direct mail that is guaranteed not to be overlooked.

Along with the ebook we offer a set of free, customizable design templates for you to get started right away – just send us an email to receive the templates!

Download the locr GEOpack:



<https://maps.locr.com/en/blog/ebook/geopack.html>



INFOS & KONTAKT

Find inspiration for your next direct mail campaign! We have sample designs and templates you can use to create your next direct mail. We're also available to talk to you about how to add location value to make your campaign a success.

CONTACT US

North America:

New York

+1-516-449-5154

us@locr.com

Headquarters:

Bültenweg 73, 38106 Braunschweig, Germany

+49(0)531-48269320

info@locr.com

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SOURCES

¹ <https://www.reuters.com/article/us-health-medical-marketing-idUSKCNIP22GG>

² <https://martech.health/articles/6-strategies-for-effective-healthcare-marketing-in-a-post-covid-world9>

³ <https://news.gallup.com/poll/182261/four-americans-look-forward-checking-mail.aspx>

⁴ <https://www.prnewswire.com/news-releases/new-pfl-survey-finds-direct-mail-boosts-multichannel-campaign-success---but-not-all-marketers-are-taking-advantage-300914203.html>