

Audience Rx

What is it?

Audience Rx is a consumer marketing and engagement platform for hospitals and health systems. It is a cloud-based CRM that uses a proprietary dataset of over 160+ million patient-level encounters from inpatient, outpatient, and ambulatory settings to help identify appropriate targets for marketing and engagement campaigns for current patient and prospective patients. Users can easily create an integrated, multi-channel campaign by using a built-in library of templates. Support from the Advisory Board's team of marketing experts helps health system marketers and executives as they create and optimize campaigns. The platform's seamless integration with hospital clinical and financial systems allows for closed-loop tracking of ROI from the marketed services as well as related services.

77%

of health care consumers
search for health related
information online

The Details

Launch Date: 2014

Average Cost: \$100K - \$300K

Audience:

Marketing / Branding Executives

Business Development

Strategy Executives

What to Listen For

Finding New Way To Grow, Consumer-Driven Or Patient-Driven Growth, Digital Marketing Strategy, CRM (Customer Relationship Management) System, Attracting And Retaining Health Care Consumers, The Retail Revolution and Consumerism

What is Unique?

- Our proprietary data set contains over 160+ million patient-level encounters from inpatient, outpatient, and ambulatory settings allowing users to leverage geographic, demographic, clinical, and other consumer data
- Members get real-time channel performance metrics and closed-loop ROI tracking for each marketing campaign
- We have a team of marketing experts that help members create strategies, come up with creative ideas to customize content, and continuously monitor and offer advice for optimizing performance

How to Start the Conversation

- Do you currently have / are you considering a CRM system? What is your current strategy for direct-to-consumer marketing and engagement?
- How do you track ROI for your marketing campaigns?
- Do you have a digital marketing strategy?
- What are your priorities for consumer-driven growth over the next 6-12 months?

Related Products

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