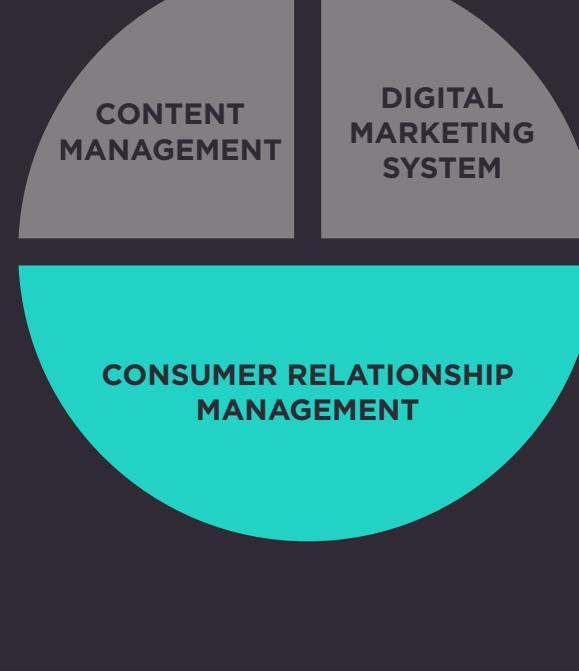


Healthcare CRM

Unified Data & Analytics for Intelligent Behavioral Marketing



Digital technology gives today's consumers unlimited choice and convenience, so it's not easy to know what to do or say to cut through the noise and connect with consumers in a meaningful way. Predict CRM provides the data and insights you need to excel at cross-channel, behavior-driven marketing.

First Name	Last Name	
Company	Job Title	
Email	Phone	State

REQUEST A DEMO

IDENTIFY

ACCELERATE

TRACK + REPORT

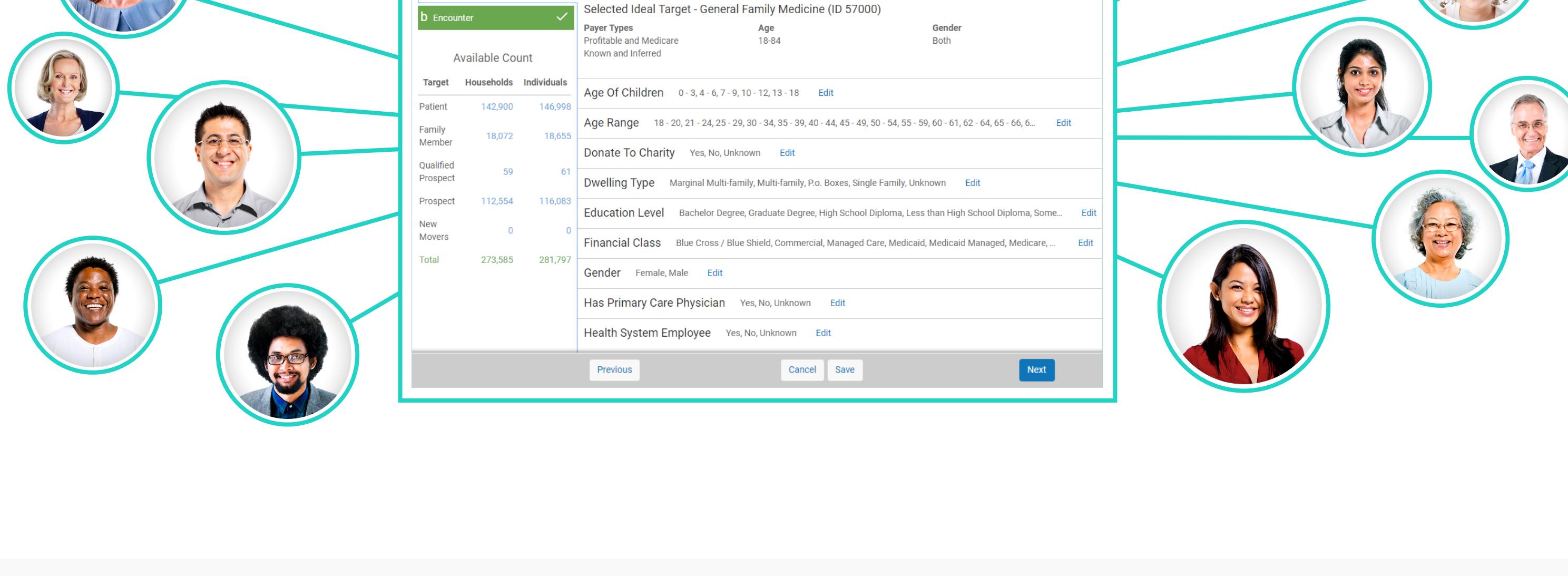
Identify Your Ideal Audience

Convert more prospects and patients by targeting those most likely to benefit from and respond to your marketing message.¹

Everyone needs new patients, but you want the right ones – those most likely to benefit from your highly valued services and keep coming back for additional healthcare needs and services. We get that, so our approach to patient acquisition is unique – we start by identifying your best patients, then help you find prospects in your market who look just like them.

Healthcare CRM technology applies powerful analytics to your rich marketing database to help you create targeted groups of consumers most likely to need and respond to service-line marketing campaigns. Creating a list is easy – simply leverage Audience Insights to select from a comprehensive library of Ideal Target formulas to quickly pinpoint the best prospects, qualified prospects or patients for your campaign, apply filters, and refine your counts to match your budget.

Bring your clinical, financial, and behavioral marketing data together, enrich it with a comprehensive set of consumer demographic data from Experian, apply advanced scoring and segmentation models, and put it through an extreme data hygiene process that prepares it for use in both offline and online campaigns.



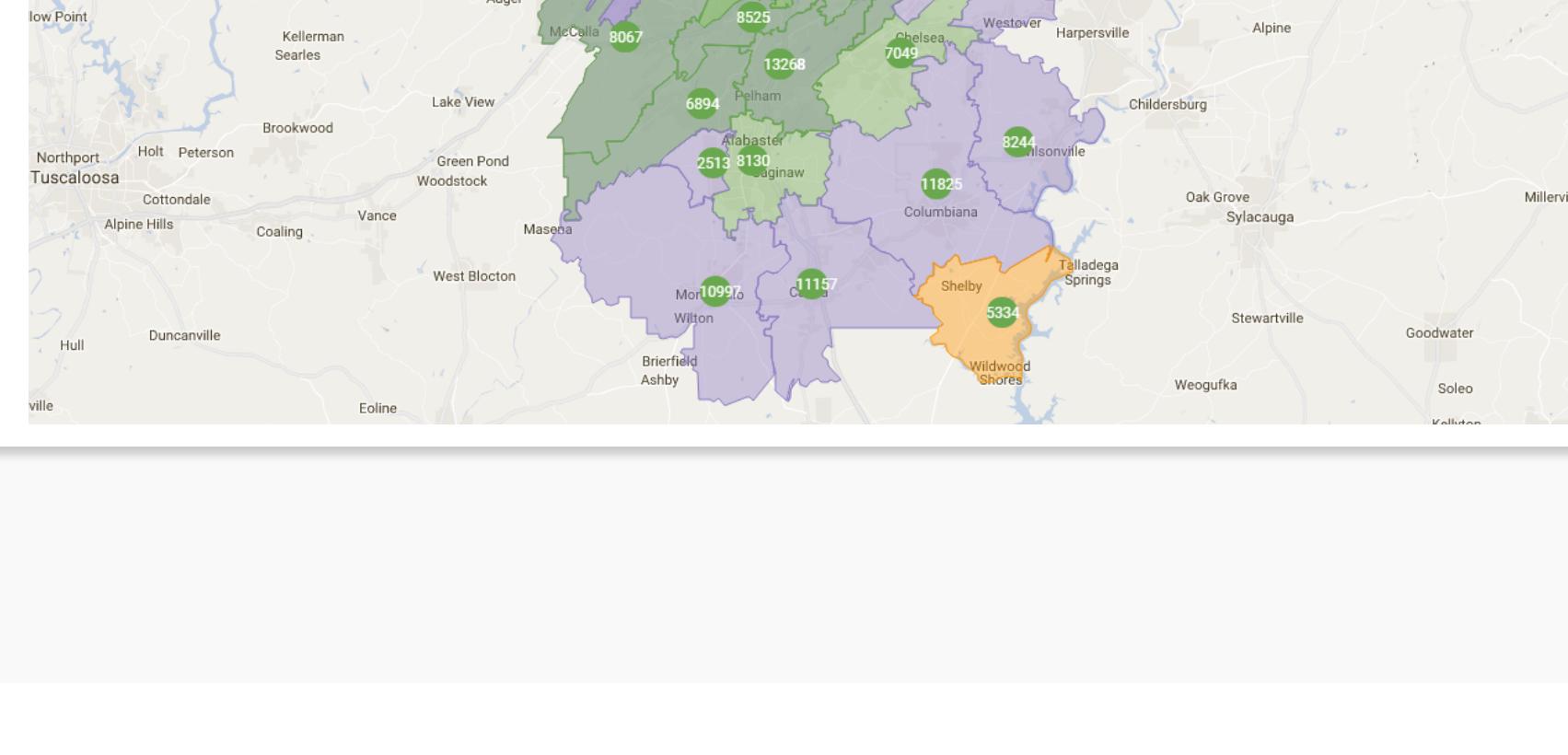
Accelerate Reach & Revenue

Increase relevance by offering personalized print, email, + web content + offers.

Healthcare CRM unifies demographic, clinical, financial, and behavioral information to create healthcare's most advanced healthcare consumer data model. A standards-based API approach makes this valuable consumer-specific data accessible to marketing automation systems, web content management systems, contact center applications, and any other marketing system capable of using hospital CRM data to personalize content and offers.

Audience Insights

Explore your prospect and patient populations and create targeted lists for every kind of campaign using this intuitive, self-serve application.



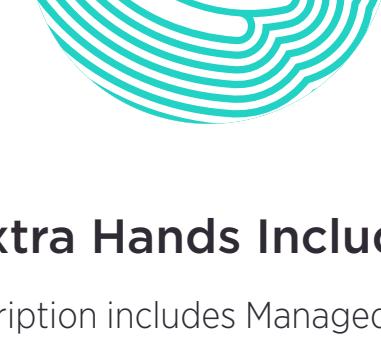
Track and Report in Real-Time

Demonstrate results and achieve a higher ROI by connecting campaign activity to leads to appointments and procedure revenue.

Marketing Effectiveness Reporting from your Healthcare CRM provides insights into previous and current campaigns, connecting revenue and campaign activity to individual consumers and providers. Now you can analyze your ongoing campaign responses alongside financial performance with real-time dashboards and reports, so you can confidently recommend doing more of what's working and less of what's not.

Track multi-channel campaigns with real-time dashboards and visualizations, or run advanced reports to connect your hospital's revenue to leads and leads to campaign activity.

Tablo Reporting Screenshot



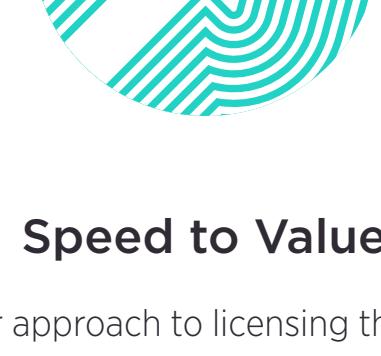
Extra Hands Included

Every subscription includes Managed Services to help you achieve your data-driven marketing goals.



IT & Security Approved

A state-of-the-art tech stack plus robust data security and analytics techniques withstand scrutiny from even the most discerning critics.



Speed to Value

Our modular approach to licensing the Digital Marketing System allows you to add the Healthcare CRM whenever you're ready. Once you commit, your database can be up and running in as few as 30 days.