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WEBINAR

PART 2 of 4

VERTICAL VIEWPOINT:

# Conquering Challenges as a Challenger Brand

## Healthcare



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# Today's Focus

- + State of the Industry
- + 2021 Trends and Implications
- + Breaking the cycle of "Sameness"
- + Best Practices & Success Stories

A photograph of a modern hospital hallway. The hallway is brightly lit with recessed ceiling lights. The walls are white with blue decorative panels. On the left, there are several white doors with blue accents. On the right, a blue gurney is parked in the foreground, showing its large black wheels and metal frame. In the distance, another gurney with a patient is visible at the end of the hallway. The floor is highly reflective, showing the lights and the gurneys.

HEALTHCARE

# State of the Industry

# Current state of healthcare



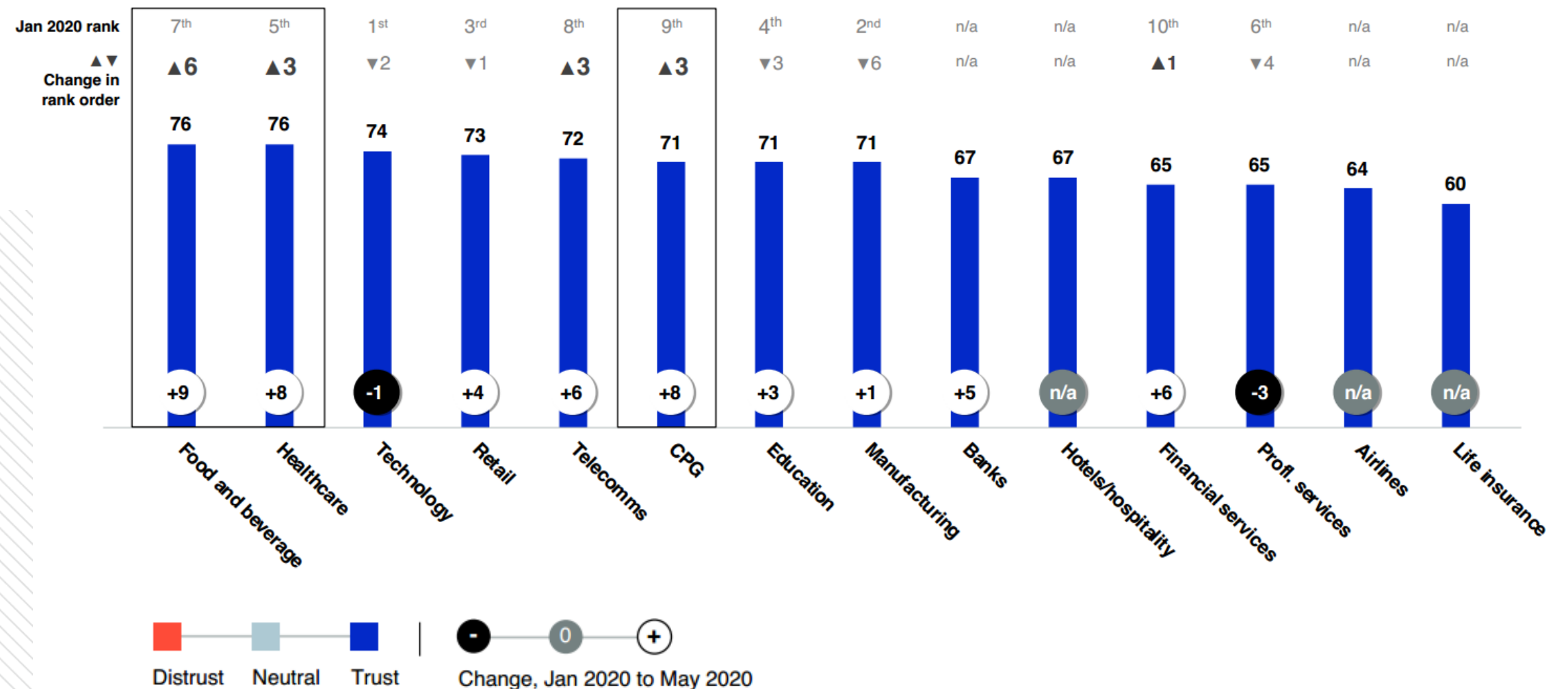
- By September 2020, telemedicine services made up about 5% of private medical claims, up from 0.16% a year earlier, a 2,980% percent increase.
- 68% of adults said in October they would likely see their primary care doctor during the pandemic, up from 65% in July and 39% in April.
- As of March 14, 10% of Americans report having lost their health insurance as a result of the pandemic.

Source: The Harris Poll, Morning Consult

Coronavirus pandemic has led to unparalleled trust in the Healthcare vertical

## GREATEST TRUST GAINS TO DATE FOR SECTORS ON THE FRONT LINE

Percent trust in each sector

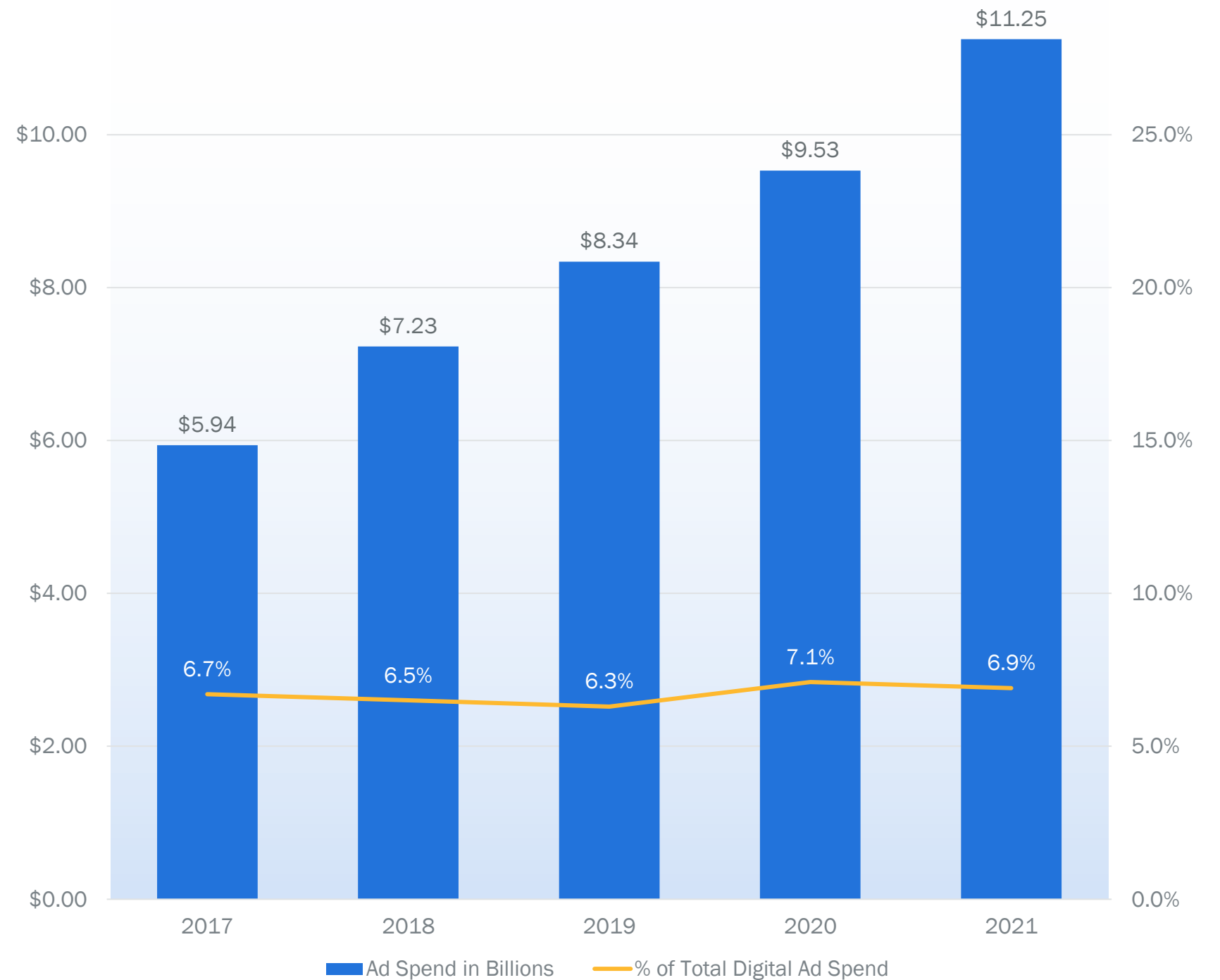


# Healthcare & pharma digital ad spend has consistently increased.

Over the past few years healthcare & pharma has accounted for smaller shares of total digital spend until the onset of COVID.

Source: eMarketer

### Healthcare & Pharma Digital Ad Spending in Billions & Share of Total Digital Ad Spend



[As of August 2020]



HEALTHCARE

# 2021 Trends and Implications





# 4 TRENDS likely to shape healthcare marketing in 2021

- ① The Virtual Wellness Revolution
- ② The Rise of Telemedicine
- ③ Mobile Technology Advancements
- ④ Artificial Intelligence Applications

# The growing role of digital



52%

of patients have seen improvements as a result of more virtual care and better administrative experiences

65%

of consumers would be likely to recommend and/or write a positive review if doctors provide a great digital experience

42%

of customers would consider switching doctors if they didn't provide good digital experiences

28%

of consumers have switched or stopped going to a healthcare provider because of a poor digital experience

[As of October 2020]

Source: Cedar

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# Putting the Challenge in "Challenger"

## Rules & Regulations

Pre-launch tactics to build excitement and build awareness don't apply

Messaging is regulated and must be very fact-based

Privacy compliance restricts targeting

## Stakeholder Buy-In

Legacy brands and partners take precedence

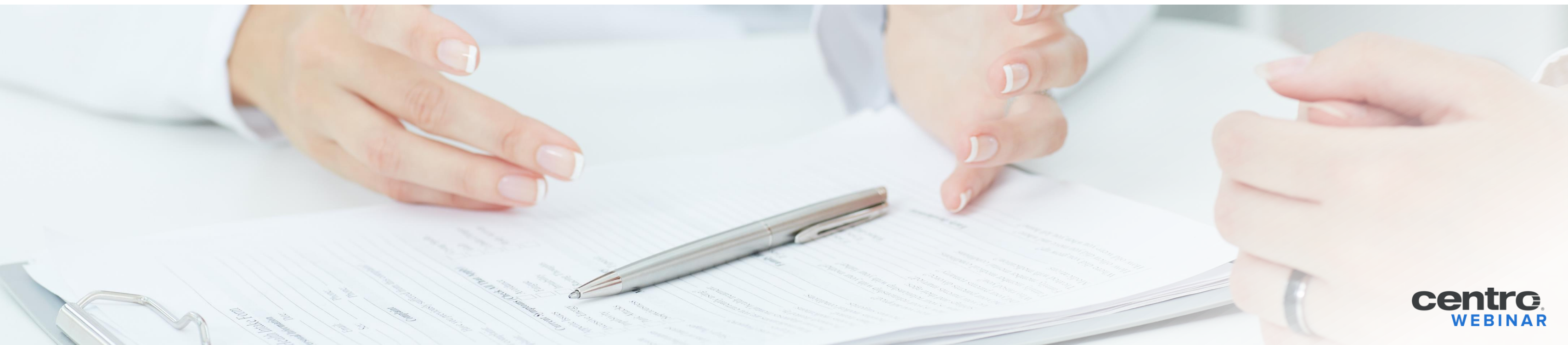
Co-development and design influence needed for endorsement

## "Sea of Sameness"

Category lags in prioritizing brand strategy

Consumerism, transparency and competition are relatively "new"

Market leaders control positioning



# “RIPE” Environment for Challengers to Win

## Economic Churn

When times are uncertain – challengers present opportunities for choice and change

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## Active Conversations

With customers talking more openly about choices - there's an opportunity to build a community of brand evangelists

Get people talking and build brand loyalty

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## Customer Ownership

With private-pay status at unprecedented highs – customers are more invested than ever in their healthcare decision making process





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# Breaking the Cycle of Sameness

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## Differentiate

Stand for something new

## Change the Game

Don't try to "beat Goliath"

## Leverage Underdog Status

Be relatable  
Convey passion and determination

# Key Attributes to Convey



## Agility

More adaptive and  
swift to move



## Adaptability

Dynamic &  
iterative



## Tenacity

Willing to fight harder  
and rebound faster



## Vision

Motivation that goes  
beyond “winning”



## Contrarian

Challenge the  
norm



## Empathy

A deep understanding  
of your customers



## Grit

Ability & effort  
over size/resources

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# Best Practices





# Common challenges & solutions

Audience Identification/  
HIPAA Compliance



Identify engagement touchpoints and intent signals to help generate audience segments and messaging

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Aligning media KPIs and  
healthcare business goals



Consider KPIs and strategies that emphasize qualified audience reach

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The role of social media  
in healthcare marketing



Creating and engaging with healthcare "communities" can be incredibly impactful

# Measurement & Performance Challenges

Campaign optimization can be a challenge in this vertical for many reasons:

01

Patient journey length

02

Brand/site vs. Expert/  
influencer engagement

03

Conversion volume and  
KPI/AI implications



A photograph of three hands clasped together in a gesture of prayer or support. The hands are positioned in the center and right of the frame, with the left hand on the left, the middle hand in the center, and the right hand on the right. The background is a soft, out-of-focus light blue and white. The top and bottom corners of the image feature a decorative pattern of thin, parallel diagonal lines.

HEALTHCARE CHALLENGERS

# Proven Success

# Healthcare Geo-Targeting

Hyper-local targeting tactics available on Basis allow parameters of 10-mile ranges around each of the network locations.

## GOAL

A national healthcare network, comprised of over 80 nationwide locations, was looking to centralize their digital media campaigns. This coincided with their efforts to centralize client processes for an improved and cohesive customer experience. The goal of the campaign was to spread the word about the streamlined appointment scheduling.

## CHALLENGE

The challenge for this healthcare network was to change the behavior of their clients when it came to scheduling visits for any in-network hospital, ER or clinic in addition to reaching new audiences.

Another challenge they faced was maneuvering the decentralized hospitals across the country to intra-network marketing model.

## DETAILS

### Audience

Insured Women and other behavioral data

### Geography

National

### Strategy

Focus on Geo-Targeting on mobile devices, specifically on Pandora and YouTube.

## APPROACH

Audio | Video | Behavioral | Geo-Targeting | Retargeting | Contextual

## RESULTS

### Impressions

140 Million Served

### Clicks

418,000

### CTR

3% Click Through Rate

### Conversions

Campaign drive over 1,000 booked appointments online

# HCP Targeted

Pharmaceutical Company Targeting  
Health Care Practitioners

## CHALLENGES

- Introducing a new (not yet approved) drug to market
- Low awareness of the disease amongst target audience

## SOLUTIONS

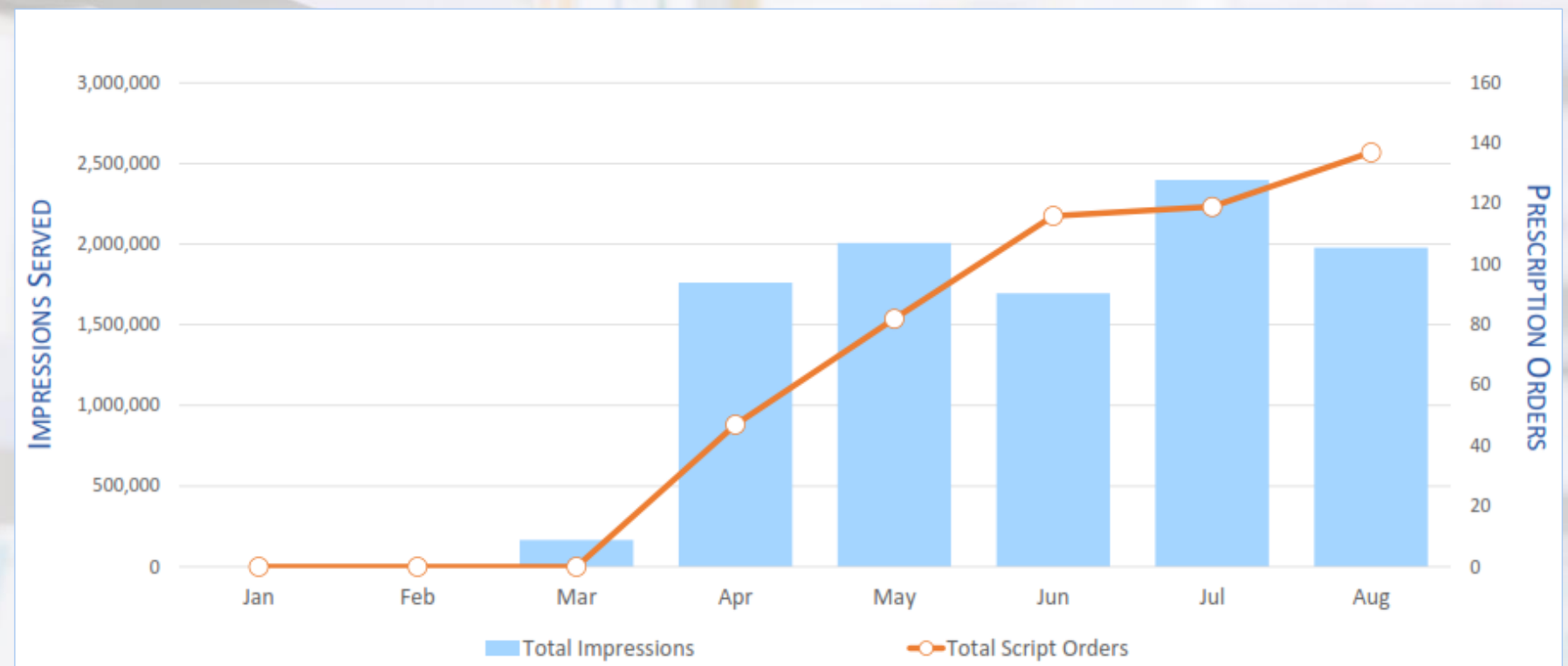
Implemented an Electronic Medical Record partner within the media mix to understand impact on Rx's written

- *Monthly ROI Script Reporting provided*

Combined a mixture programmatic display & health endemic executions with the EMR partner to extend reach within this highly niche audience to increase awareness

OUTCOME  
**250%**

Month over month increase  
of prescription orders





## TAKEAWAYS

# Healthcare Challengers



### Consumers are in Control

The door is open for healthcare challengers to enter and establish themselves as key players



### Differentiation is key

Communicate your value in meaningful ways



### Size & Impact are not Synonymous

Market share does not dictate your ability to connect with audiences in meaningful ways



**Questions?**

**THANK YOU**