



Healthcare Communications & Marketing Made Easy

The Challenges of Healthcare Marketing

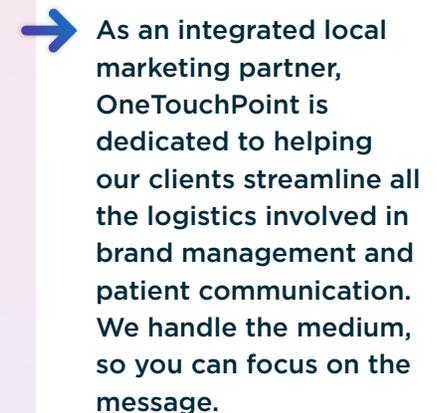
Growing consumer expectations across every industry are creating new challenges for marketing and communications teams as potential and existing customers seek deep, trusted relationships with the companies they work with. Building these relationships requires consistent, customized multichannel communication to make businesses stand out in their crowded marketplaces.

And in healthcare, the challenges of building trust and staying top of mind are magnified exponentially by strict regulations and the ever-changing nature of the industry. In the best of times, healthcare systems are constantly fielding updates at the local and national levels — from regulatory changes to changes in insurance requirements to physician turnover. And of course, the ongoing COVID-19 pandemic intensifies that as the continued uncertainty surrounding the virus and its prevention and treatment have made accurate, up-to-date health information even more of a moving target — and increased consumer anxiety — making effective communication all the more critical.

To combat these challenges, savvy healthcare brands are investing in multichannel marketing and communication efforts that accomplish three goals:

- Ensure consistent brand messaging across departments, clinic locations, and hospital affiliates at a local and national level
- Make the most up-to-date information easily accessible to staff, clients, families, and other stakeholders
- Maintain full regulatory compliance with every piece of communication

In this white paper, we'll walk you through the challenges of each goal. And, more importantly, we'll show you the solutions that are empowering healthcare systems to make their voices heard and provide the information both staff and the public need to know — without overspending or putting compliance at risk.



As an integrated local marketing partner, OneTouchPoint is dedicated to helping our clients streamline all the logistics involved in brand management and patient communication. We handle the medium, so you can focus on the message.

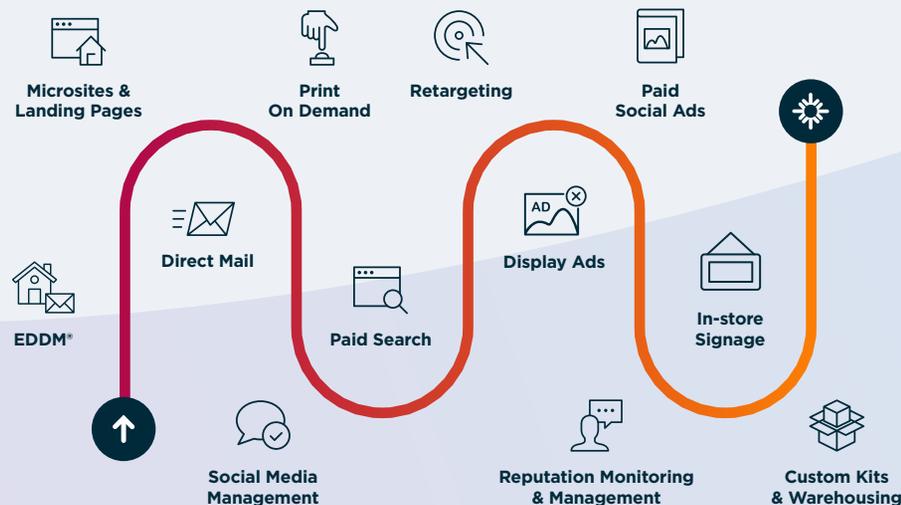
Making Your Brand's Voice Heard

There's no denying the importance of integrated, multichannel marketing and communication for companies that want to stand out among their competitors in order to attract and retain clients. The right combination of digital and more traditional marketing tactics — including search ads, social media, and email along with physical signage, point-of-sale literature, and Every Door Direct Mail — ensures consumers are encountering your brand wherever they go.

Of course, COVID-19 has put more pressure on brands to do more with their marketing communications, producing webinars to share information and updates, offering virtual facilities tours to prospective patients and residents, and finding other ways to simulate those one-on-one and face-to-face interactions that are so critical to building personal relationships. This may mean asking physicians to record videos introducing themselves to social media followers or talking about the importance of annual flu shots — anything to help potential patients get to know the people behind the brands.

➔ Though online marketing often gets the lion's share of the attention, the reality is that customers today look for both online and "old-school" communication from the brands they follow. According to a Gallup poll, **41 percent of Americans of all ages look forward to checking their mail every day**,¹ and at OneTouchPoint, we mail more than 155 million pieces of mail for businesses each year.

Multichannel Marketing at a Glance:



Research shows that an integrated, multichannel marketing program can deliver revenue uplift of 15 to 35 percent.²

¹ Source: [Gallup](#)
² Source: [Swrve](#)

For national healthcare marketing and communication leaders, managing all these moving pieces is a full-time job, and protecting the brand's integrity — especially when organizations have facilities and representatives spread out across the country — adds an additional level of challenge. Throw in the ever-changing information and constant stream of updates, especially during COVID, and the stakes are higher than ever.

Brand leaders are looking for consistent design and messaging to ensure every patient learns the same policies and procedures, information remains the same from channel to channel, and regulatory language regarding HIPAA and other state or federal laws remains precise and intact on every asset. In addition, they're

striving to keep print collateral current and up to date while minimizing the amount of material (and money) they have to throw out as the rules and laws change.

All of this is more than any one person can manage, no matter how skilled and efficient they are. But unfortunately, many of these healthcare companies' local teams are providers and practitioners who don't have marketing experience and don't have the time to learn. So, how can companies empower their teams to create clear, consistent communication across every channel? Communications leaders are seeking two major support systems:

1. **Centralized platforms that make the latest messaging, branding, and materials easily accessible to every department, location, and affiliate**

This centralized platform acts as a repository for the latest materials with approved, up-to-date messaging. Stored assets can include everything from Facebook posts and printable signs notifying patients that the office is closing early to brochures outlining the latest COVID-19 protocols. They could also include webinar templates, scripts for introductory videos from new doctors, or the most up-to-date version of the virtual clinic tour for prospective patients.

Local teams can find what they need, customize specific fields (such as locations, clinic hours, or time zones) and create electronic PDF versions or order physical copies to create their campaigns without having to reinvent the wheel — or worry about misrepresenting the brand. And the corporate marketing team can check in at any time to see who's using which materials, how specific campaigns are performing, which locations or patient liaisons might be low on collateral, and more.

2. Integrative marketing partners to help manage the logistics, minimize cost, and ensure compliance at every turn

While a centralized platform empowers local users to function as savvy CMOs, the right partner can go the extra mile, providing one-on-one strategic support to ensure every rep has access to the help they need at any given moment. It can also play a key role in marketing supply chain management, including on-demand printing to minimize wasted collateral, order fulfillment, and even direct-to-consumer mailers.

Together, these support systems create a powerful “brand control center” that ensures your healthcare brand campaigns are meeting customers where they are and delivering the right message every time.

5 Key Elements of a Brand Control Center

When you’re vetting potential integrated marketing partners, ask about these five key capabilities to ensure your teams get the support they need.

1

Brand Control

Manage approved assets, templates, and campaigns across your organization and locations.

2

Web-to-Print

Localize, customize, approve, and order on-brand materials.

3

Fulfill & Ship

Prepare, fulfill, and distribute orders everywhere.

4

Multichannel Marketing Campaigns

Execute localized, targeted campaigns — traditional, social, and digital.

5

Strategic Support

Align marketing efforts at different locations, through strategic support for clinic directors, giving every user the confidence of a seasoned CEO.

OneTouchPoint is a one-stop shop for multi-location healthcare organizations, powering marketing and communications via our U.Connect platform, where creation, production, distribution, and fulfillment come together.

Keeping Key Players in the Know

Unfortunately, the challenges of healthcare communication don't end with simply empowering users to create beautiful multichannel marketing campaigns. Equally important is ensuring that employees, patients, and their families all have access to the most up-to-date information at any given moment. In the best of times, healthcare companies have to communicate a lot of sensitive information to clients in a way that builds trust, shows empathy, and reflects a high standard of care. These may include federal, state, or local regulations, brochures on new medical procedures offered at certain locations, notifications of physician departures, and individual updates like care plan details, explanations of benefits or claims status, or medical bills.



During COVID, these updates are coming even more frequently as local and state orders dictate individual clinic availability, as leadership teams adjust safety precautions and check-in policies, and as testing information (and now vaccination information) evolves on a daily basis. And at the same time, the methods of distributing this information — both internally and externally — have changed as both in-office staff and in-person patient interactions are limited for safety.

Healthcare systems need a foolproof way to keep their employees up to date on the latest news and changes so that, in turn, they can keep patients and customers up to date, as well. For example, as hospital capacities have fluctuated in many states during the COVID-19 pandemic, elective surgeries have been canceled or reinstated based on bed availability and virus-related hospitalization forecasts. In the face of these kinds of changes, which have caused significant confusion for industry professionals and consumers alike, good patient care starts with strong, efficient internal communication tools that ensure everyone from the front desk to the CEO is fully informed and able to communicate the latest message, both internally and externally.

➔ Along with supporting consistent external communication, OneTouchPoint's U.Connect platform is a powerful internal tool to keep employees and leaders up to date as they adapt to changes in the healthcare industry, whether related to COVID or not. Keeping departments, clinic locations, physician liaisons, and other internal stakeholders up to speed on changes — and providing them access to the latest approved messaging — ensures that on-the-ground staff can keep patients and their families fully in the know.

Of course, many of the updates healthcare providers and insurers share with individual consumers are highly sensitive and require strict adherence to HIPAA standards in order to protect privacy. Often, the compliance burden gets in the way of effective, personalized, compassion-driven communication, but part of keeping customers in the know is being able to communicate sensitive information in a way that maintains patient privacy and meets HIPAA standards while also building trust, showing empathy, and reflecting a high standard of care.

In other words, healthcare systems can't let compliance get in the way of communication. Instead, they need to look for strategies to

ensure their sensitive mailings won't put confidential information at risk. This includes end-to-end data security measures that extend to HIPAA compliant list management, print production, and mailing services.

While one option could be to appoint one person or a small team to print, stuff, address, double check and send every piece of mail individually, but with the time-sensitivity of these communications (not to mention the need for cost containment), healthcare systems are better served by a supply chain management solution that specializes in the unique needs of healthcare communication.

What Makes a Compliance-Savvy Healthcare Communication Partner?

When you're looking for support for sensitive healthcare mailings, ask about these five capabilities to ensure your customer information is protected from beginning to end.

- End-to-end data security measures
- HiTrust certification
- Annual HIPAA trainings
- Secure FTP storage of patient names and lists
- 100 percent match mailing capabilities

OneTouchPoint is equipped to remove the compliance burden from healthcare communication, helping our healthcare industry clients ensure patients' protected health information (PHI) is secure so they can focus on what really matters.

Does Your Healthcare Organization Stand Out from the Crowd?

To be truly successful, healthcare companies need to stand out in all of the channels where patients go to find information about their care options — from social media to Google to the physical mailbox. And a key piece of that is ensuring everyone involved in patient communication has the right information and the ability to share it easily.

Fortunately, OneTouchPoint is here to help, with expertise specifically aligned with our healthcare clients' needs:

- Optimize your online presence with a suite of digital marketing services.
- Ensure security with HIPAA-compliant patient communications.
- Keep critical information, assets, and health updates easily accessible via our U.Connect platform.
- Produce physical assets, from direct mail and patient forms to wayfinding and lobby signage, with expansive print-on-demand capabilities.
- Print and fulfill orders from any of our seven facilities across the country.

Allow OneTouchPoint to help your marketing and communication leaders navigate compliance and regulatory issues while serving the needs of your patients and their families at the highest level.

To learn more, request a complimentary demo today. →

→ "As an industry leader in healthcare services, we needed a partner that had the platforms and the customer service that we were looking for. I'm happy to say that OneTouchPoint has delivered."

- Chief Marketing Officer,
Multi-location Healthcare Provider

→ "We value OneTouchPoint as an indispensable partner. OneTouchPoint's expertise, not only in printing, but in mail fulfillment, programming, design, and customer service has made us consistently successful in meeting stringent state requirements and serving our members. We could not do what we do, as well as we do it, without OneTouchPoint."

- Aetna