POPULATION HEALTH MESSAGING

Thomson Reuters Marketing Solutions

Delivering communications that encourage patients to become actively involved in managing their care can improve outcomes and control healthcare costs. As the healthcare market continues to evolve, it's important for healthcare marketers not only to promote key service lines, but also consider the importance of communicating with the broader patient population. Introducing *Population Health Messaging* from Thomson Reuters.

Population Health Messaging is part of the *crmView*™ marketing solution that helps marketers create and manage marketing programs that support their strategic initiatives and revenue goals, show return on investment, and demonstrate effectiveness. *Population Health Messaging* is designed to help hospitals proactively engage the right audience using timely, tailored, and targeted health messages.

WHAT IS POPULATION HEALTH MESSAGING?

Population Health Messaging is an enhancement to existing customer relationship management programs. It incorporates a patient engagement and preventive care communications program into your current marketing mix.

As part of the program, *Population Health Messaging* provides a data-driven alert and reminder service that sends tailored messages to consumers about their healthcare through electronic or print channels.

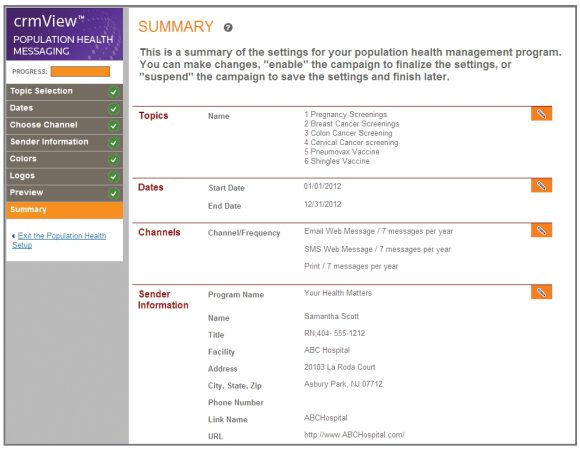
The highly engaging messages are customized according to the gender, age, family status, and medical history of recipients, and are based on behavioral insights derived from proprietary

BENEFITS

- Targets and tailors messages based on demographic profiles
- Improves patient engagement and loyalty with consistent, relevant communications
- Reduces readmissions by encouraging patients to take control of their care

FEATURES

- Message topics on preventive care
- Behavioral insights based on proprietary healthcare survey data
- Customized branding on all communications
- Print, email, and SMS text message delivery channels
- Triggered messages based on clinical guidelines from the U.S. Preventive Services Task Force (USPSTF) and the Center for Disease Control (CDC)



A step-by-step wizard makes customizing campaigns fast and easy.

SOLVE YOUR CHALLENGES WITH POPULATION HEALTH MESSAGING

Challenge: Hospitals need to proactively message broad patient populations:

- Healthy people – to help them stay healthy and engaged
- People with existing and/or chronic illness – to help manage their condition
- People at high risk for future problems – to help them focus on altering health behaviors

Solution: *Population Health Messaging*:

- Helps patients appropriately manage their health
- Improves overall health outcomes and supports emerging models such as accountable care organizations (ACOs)
- Fosters trusted clinician-patient relationships
- Reduces unnecessary readmissions

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Thomson Reuters data on health attitudes and behaviors. The resulting messages are designed to help individuals stay healthy by adhering to recommended preventive care services.

In a recent study, Thomson Reuters found that personalized health communications had a dramatic impact on preventive care adherence rates among the population studied. Using direct mail preventive care reminders, the personalized health communications program proved to have a measurable impact on both screening and vaccination rates in all major categories. Across the board, adherence with preventive care improved 14 percent or 7.4 percentage points over the baseline rate. The population saw double-digit improvements in colorectal cancer screenings, influenza vaccination, and cholesterol screenings. (See Figure 1.)

HOW DOES POPULATION HEALTH MESSAGING WORK?

Acquiring the data

Comprehensive data analysis from Thomson Reuters helps hospitals pinpoint specific patient activation opportunities through a baseline analysis and robust rules engine.

- For each patient, a customized health profile is created and tied to a demographic profile
- Profiles are enhanced with consumer insights from healthcare survey data

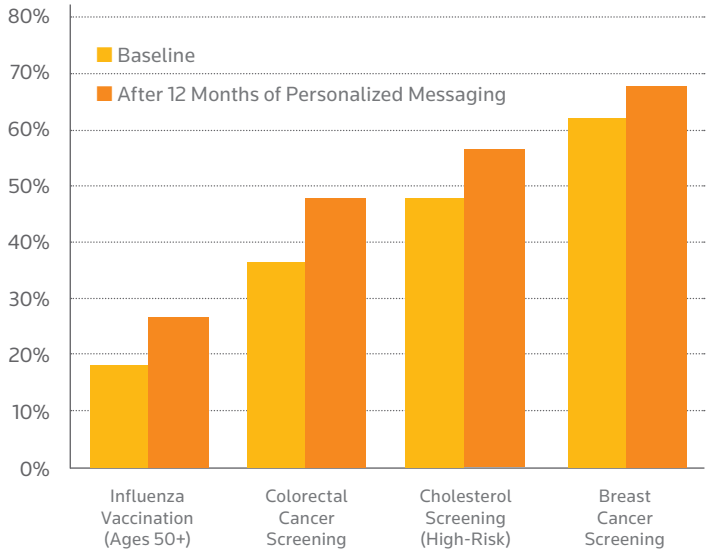
Targeting, tailoring, and assembling the message

Custom messages are designed to be highly tailored, alerting consumers to health opportunities and encouraging them to act.

- Evidence-based rules are applied to identify personalized opportunities for health improvement
- Targeted messaging campaigns are built on a personalized schedule that delivers the right message to the right patient at the right time
- Messages are assembled based on preferred delivery channels (Web, print, email, or mobile text messages)

crmView marketing solutions, including *Population Health Messaging*, can help you engage in meaningful interactions with your customers. With a comprehensive approach that leverages best practices and expert guidance, you gain the support you need to get more from your marketing budget.

Figure 1: Personalized messaging has measurable impact



Source: Thomson Reuters

Print, email, and SMS campaigns are ongoing, auto-generated, and highly tailored to the demographic profile of the contact.

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