



HEALTHCARE MARKETING MADE EASIER

HOW TO USE DATA MORE EFFECTIVELY
TO ENGAGE PEOPLE AND IMPROVE
HEALTH OUTCOMES

ACX IOM





HOW TO USE THIS BOOK

Today, healthcare marketers can use data to fundamentally improve patient care. But how?

Healthcare marketers are better equipped than ever to put people at the core of decision-making, treatment planning, and health management. Advances across the martech and adtech ecosystems enable the delivery of information on treatments and services to more precise audiences at the right time and through the right channels.

Our ideabook is organized by the different types of companies that intersect the healthcare industry, including pharmaceuticals, healthcare providers (HCPs), payors, and more. In each section, you'll find ideas to address specific marketing needs with the goal of improving health outcomes.

DATA HAS THE POWER TO SAVE LIVES

Many healthcare leaders are still grappling with how to interact and build trust with today's more empowered consumers. Patients now have unprecedented access to information, and more people are making decisions without consulting a healthcare professional.

With the right data, tools, and technology, healthcare marketing can be a valuable tool in improving public health and promoting healthier societies by building stronger connections between providers and patients. Saving lives through better communication is not only possible. It is an achievable and measurable outcome.



“About **4 in 10** U.S. adults **have used online information** rather than seek physician care.”

— eMarketer’s “Health Trends to Watch in 2024”



DEMOGRATIZING HEALTH KNOWLEDGE

Successful marketing engagement creates knowledgeable patients and caregivers who are more likely to have productive conversations with providers and ask questions about specific treatments. They are also more apt to continue using medications or preventive treatments for greater efficacy.



BUILD BETTER HEALTH EQUITY

Personalized messages can engage and empower people who often face barriers to accessing and receiving healthcare. Marketers can play a role in helping people actively participate in making decisions about their care options. By effectively delivering vital information to these communities, this approach can foster a more informed population and help reduce the disparities that adversely impact health outcomes.



UNDERSTANDING HEALTH JOURNEYS

As care becomes more personalized, health journeys can provide critical insight into causation and other factors surrounding disease and wellness. Understanding the various stages and experiences a person undergoes when seeking and receiving care—from the initial concern to the eventual outcome or management of the issue—can eliminate assumptions about the true determinants of health.



PRESCRIBING A PATIENT-CENTERED APPROACH

Coordinating campaigns across direct-to-consumer (DTC) and healthcare professionals helps prepare both sides to have conversations that lead to better care and to make choices that align with individual values and preferences. By connecting data at the identity level in the digital space, healthcare marketers can build portraits of patients and HCPs to create stronger, lasting relationships.

EXPLORE IDEAS FOR YOUR SECTOR

5  Pharmaceuticals >

6  Healthcare Providers >

7  Healthcare Payors >

8  Life Insurance >

9  CPG and Manufacturing >



PHARMACEUTICALS

REACH AND
ENGAGE
AUDIENCES
WITH MORE
PRECISION AND
RELEVANCE

1

Reach the right audiences with relevant messages to drive awareness, acquisition, and conversion with consumers (DTC) and healthcare professionals (HCPs).

2

Identify and address barriers of care-limiting access to medication.

3

Understand patient journey and inform messaging.



HEALTHCARE PROVIDERS

BETTER
ACQUIRE,
RETAIN,
AND SUPPORT
PATIENTS

1 Keep patients informed about relevant treatments, medications, and other available services.

2 Understand and help address the barriers to care.

3 Improve treatment and health outcomes through the detection and prevention of chronic conditions.



HEALTHCARE PAYORS

BETTER SERVE
MEMBERS
AND DRIVE
BENEFITS AND
IN-NETWORK
UTILIZATION

1

Better understand the health needs of members.

2

Reach and influence members to increase utilization of available in-network services and stay on plan.

3

Improve preventive healthcare utilization.



LIFE INSURANCE

REACH PEOPLE AT THE RIGHT LIFE STAGES

1

Reach in-market consumers by identifying life-stage events.

2

Mitigate risk by focusing on high-value prospects.

3

Calibrate customer sets for policy offers.



CPG AND MANUFACTURING

DRIVE DEMAND FOR PRODUCTS AND SERVICES

- 1 Drive in-store traffic for health-related products, pharmaceuticals, and clinical care.
- 2 Combine health signals with other consumer data to reach over-the-counter consumers with likely interest in specific conditions.
- 3 Drive messaging across health specialty retail.

ACXIOM CREDENTIALS

PART OF THE WORLD-CLASS IPG TEAM

CREATIVE	HEALTH NETWORKS	MEDIA NETWORKS	MARKETING SERVICES	EXPERIMENTAL NETWORKS
<p>McCANN WORLDGROUP</p> <p>FCB</p> <p>MULLENLOWE GLOBAL</p> <p>PERFORMANCE ART</p>	<p>IPG HEALTH</p> <p>DXTRA Health <small>Integrated Solutions</small></p> <p>revive</p> <p>VIRGO HEALTH</p>	<p>IPG MEDIABRANDS</p> <p>UM</p> <p><i>Initiative</i></p> <p>M E D / A H U B</p>	<p>ACXIOM</p> <p>RafterOne</p> <p>McCANN WORLDGROUP</p> <p>MRM</p> <p>Hugo&Cat</p>	<p>momentum</p> <p>octagon</p> <p>◎◎◎ JACK MORTON</p>

CONCLUSION

Successful healthcare marketing today balances innovation and digital adoption while maintaining strict compliance with regulatory and industry restrictions on the use of sensitive personal data.

With a greater ability to engage patients and healthcare providers digitally, it's essential that brands overcome the lack of first-party data and navigate the complicated tech and data landscape with experts in data-driven marketing.

Acxiom's models do not predict whether a particular individual has a past, present, or future physical, mental, or medical condition. Clients may not use our models in a manner that would express or imply a consumer may have a past, present, or future physical, mental, or medical condition.

NOTES

A large, light blue, stylized graphic element resembling a downward-pointing arrow or a large 'X' shape, positioned on the left side of the page. It is composed of several parallel, slanted rectangular segments. To its right, there are two smaller, light blue, downward-pointing arrow shapes, one above the other, also composed of parallel slanted segments. The background of the page is white with horizontal grey lines for writing.



ABOUT ACXIOM

Acxiom is the global leader in customer intelligence and stands at the forefront of AI-enabled, data-driven marketing. As part of the **Interpublic Group of Companies, Inc. (IPG)**, we specialize in high-performance solutions that boost customer acquisition and retention while fueling growth for the world's biggest brands and agencies. We transform omnichannel marketing strategies and execution using our AI-powered data and identity foundation, cloud-based data management, and martech and analytics services. For over 55 years, our teams across the US, UK, Germany, China, Poland, and Mexico have helped businesses optimize their marketing and advertising investments while prioritizing customer privacy. Find us on **LinkedIn** and discover more at **Acxiom.com**, where marketing is made better.

