

CONIFER DIRECT-TO-  
CONSUMER RESPONSE



**Helping You:**

- Gain mindshare and compete for market share
- Drive patient acquisition and retention via traditional and multichannel marketing and communications efforts
- Align business development efforts with service line growth strategies
- Measure the tactical and response success of outreach campaigns

## Reach Consumers and Patients to Grow Awareness

Customer-centric and value-driven experts supporting your organization's awareness campaign needs to help achieve your strategic business development objectives

### **YOUR BUSINESS CHALLENGE**

Healthcare marketing teams are faced with delivering clear and relevant messaging to targeted patient and community audiences to bolster awareness of their brands and offerings. These refined and targeted messages can lead to lasting and meaningful relationships with existing patients and consumers seeking health information and high-quality care. Clear messaging is a large part of the story, and having resources in place to support your call-to-action responders will generate results for service lines, educational programs and special events—and will drive overall community awareness.

### **WHAT WE OFFER**

Conifer Direct-to-Consumer Response provides your outreach teams with the people, processes and technologies to attract, engage, and retain consumers and understand the drivers of market share growth. Our centralized contact center with its team of expert advisors becomes a powerful connection among your business development initiatives, your patients and your overall bottom line.

Conifer Direct-to-Consumer Response monitors responses from digital campaigns, as well as mobile and email communications, to provide customized activity and analytics so you can make informed decisions. Our state-of-the-art database infrastructure lets you query your database population from more than 50 different data points to continue the conversation with patients and consumer affinity groups, while cross-promoting other hospital services.

Conifer Health helps organizations transition from volume to value-based care, enhance the patient experience and improve quality, cost and access to healthcare.

## **CONIFER** HEALTH SOLUTIONS®

**Hospitals & Health Systems**  
[ConiferHealth.com/Hospitals](http://ConiferHealth.com/Hospitals)

**Physician Groups**  
[ConiferHealth.com/Physicians](http://ConiferHealth.com/Physicians)

**Employers**  
[ConiferHealth.com/Employers](http://ConiferHealth.com/Employers)

We maintain your outreach database that may be combined with external data from CRM sources or patient data, creating a robust database that assists you with strategic outreach planning. We help you enhance brand awareness and community engagement by providing:

- On-site fulfillment for event registration, direct outreach and communications
- A referral and appointment center to capture information
- Actionable outreach analytics to measure campaign performance
- Exceptional phone service management for high-call volumes
- Direct marketing and communication efforts branded and scripted to your guidelines

### **HOW WE'RE DIFFERENT**

#### **Full service fulfillment operations**

We offer fulfillment services customized to meet the needs of your outreach program. We assist you in promoting your facility and programs to interested contacts through avenues such as monthly mailings, literature creation and direct response fulfillment.

#### **Support of your social media strategy**

Conifer Health understands that social media engagement is essential and allows for greater exposure to your facility. Conifer Health's advisors support social media efforts by capturing vital contacts for tracking and trending, while working with you on customized messaging and response protocols.

#### **Consultative approach to support program growth**

Conifer Health provides an unmatched level of service in our support of your strategic goals. Our dedicated team of client service professionals provides consultative guidance and responsive day-to-day management to help you reach your target market. Conifer Health's objective is to form a solid partnership and use our expertise to help solve problems, support strategy and build communications and engagement opportunities within the communities you serve

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**LET'S TALK** about how to achieve better outcomes, visit [ConiferHealth.com/LetsTalk](http://ConiferHealth.com/LetsTalk)