



GUIDE TO USE
HEALTHCARE
DATA

EFFECTIVELY
FOR YOUR
BUSINESS



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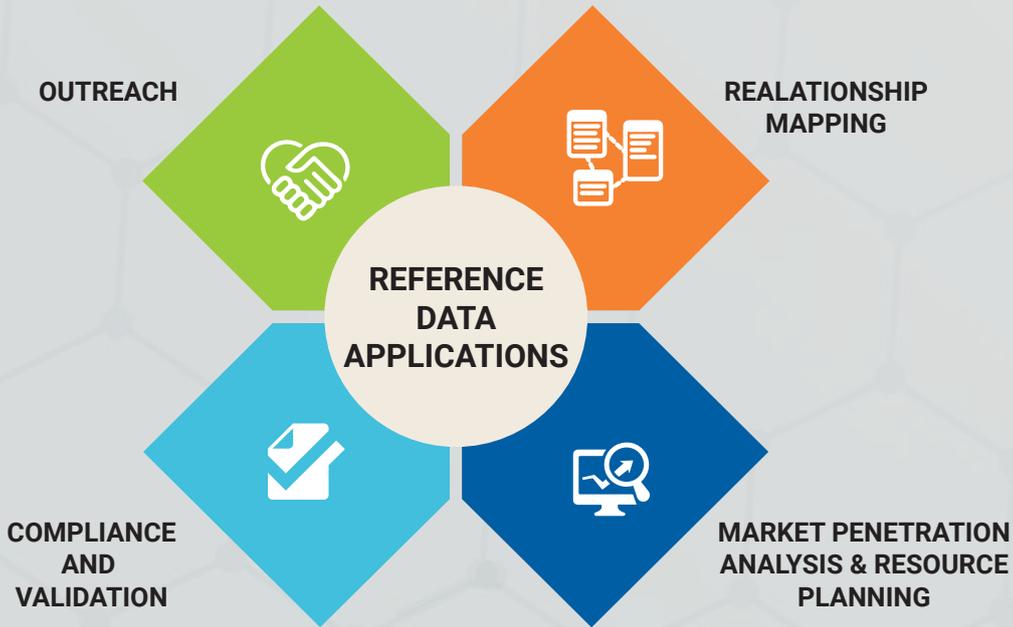
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GUIDE TO USE HEALTHCARE DATA EFFECTIVELY FOR YOUR BUSINESS

01 How to Use Healthcare Data?

Is there a personal touch missing from your sales and marketing outreach? Are you having trouble identifying the key decision-makers? Do you want to discover new market opportunities?

Always start by determining what value the reference data is designed to deliver, whether you are buying a list for a one-time email campaign or licensing a database for longer-term use. In a nutshell, consider the use case.



1

OUTREACH

- ▶ For marketing, include surveys to test a new product before introducing it into the market.
- ▶ To generate leads and perform other sales funnel activities.

2

RELATIONSHIP MAPPING

- ▶ To comprehend who is driving treatment paths and decision making.
- ▶ Recognize the ways in which professionals and organizations are affiliated with one another.
- ▶ To keep track of the changes that have occurred as a result of IDN mergers & acquisitions

3 MARKET PENETRATION ANALYSIS & RESOURCE PLANNING



- ▶ To evaluate the existing market coverage.
- ▶ To determine where your brand is weak and where prospects for growth exist.
- ▶ To establish territories, ensuring that your sales teams are covering similar-sized opportunities and utilizing their strengths.
- ▶ To broaden the scope of coverage and potential opportunities in new territories.
- ▶ To comprehend purchase patterns.

4 COMPLIANCE AND VALIDATION



- ▶ To confirm and validate the credentials of an individual or firm.
- ▶ For gaining access to relevant data in order to check that declarations comply with the transparency-focused Sunshine Act.
- ▶ To ensure compliance with the 1987 Prescription Drug Marketing Act, professionals must have up-to-date license information and the appropriate privileges to receive drug samples.

02 Applications of Healthcare Data



These use cases are likely to apply to businesses looking to bolster their market knowledge and reach. Another way to consider the potential of reference data is to consider them through the eyes of specific audiences.

1 PUBLISHING :



Publishers typically want to comprehend more about their subscribers. A smart publisher would try to expand their list after an initial drive to attract as many people to sign up as possible - by using email and direct mail to foster broad interest. They can better tailor editorial content and, more importantly, deliver greater value to advertisers by identifying qualified readers.

Use cases: Outreach, Market penetration, Validation.

2 INSURANCE :



A specialized sales force will focus on physicians and practices in a certain geographic area when it comes to medical malpractice insurance. Insurance companies want more than just a broad range of data for sales and marketing outreach. They, too, require a great deal of information. Meanwhile, underwriters must be able to verify the credentials of potential policyholders in order to ensure that a doctor is licensed to practice in a particular region.

Use cases: Outreach, Relationship mapping, Market penetration and resource planning, Compliance and validation.

3 HEALTHCARE CONSULTING :



In a highly competitive market, consulting firms seek data that will provide them an edge. They require detailed, precise, & comprehensive profiles of organizations and, in particular, individuals. They must be aware of the entire healthcare landscape in a certain city, county, or state. For instance, a consultant working with or in a small health system may seek to use reference data to improve customer intelligence and better understand projected growth. The consultant can provide a three- or five-year outlook by integrating existing and enhanced data with a public domain source, such as the most recent census, allowing expansion planning, trend analysis, and budget forecasts.

Use cases: Relationship mapping. Market penetration and resource planning.

4 HEALTHCARE IT :



Technology vendors, like other service providers, require high-quality data for marketing and sales outreach, as well as market penetration and resource planning. However, their use of data extends beyond the sales cycle; they may want to leverage reference data at the heart of the solutions build, by using application programming interfaces (APIs) to pull in near real-time data to plug into an existing planning or validation service.

Use cases: Outreach, Relationship mapping, Market penetration and resource planning, Compliance and validation.

5 HEALTHCARE ORGANIZATIONS :



Healthcare organizations, large and small, each have their own set of business goals. Recruiting high-quality employees or generating revenue are likely among them. These objectives could be met by using a variety of outreach strategies to persuade more primary care physicians to refer patients, launching a public relations campaign to raise donations for a children's hospital, or promoting revenue-generating medical education programmes. Hospitals function in a very competitive market, and they must properly evaluate penetration in order to allocate resources, make acquisitions, mergers, and purchase future equipment.

Use cases: Outreach, Market penetration and resource planning.

03 How to Select the Best Data for you

But why is all of this data important? Because each attribute has a unique tale to tell, and some only tell stories when used together. When compared to a peer working in a larger organization, a doctor in a small practice is more likely to enjoy decision-making autonomy. Similarly, a preference for certain procedures is likely to lead to the deploying of comparable techniques in the future.

Take a look at these attributes. It offers you an overview of what you should demand from your provider.



1

PINPOINT A MARKET :

- HCPs' titles and roles
- Practice specialties
- Geography
- Size and ownership
- Prescription data
- Procedure data
- Licensure data
- Class of trade
- Type of facility

2

EXTEND COMPLIANCE PROFILE FOR SUBSCRIBERS :

To extend compliance profile for subscribers,

- State license numbers
- Record of controlled substances and sanction

3

EXTEND COMPLIANCE PROFILE FOR PROVIDERS :

To extend compliance profile for providers,

- Drug Enforcement Administration (DEA) registration number
- Health Industry Number (HIN)
- National Provider Identifier (NPI)

4

REFINE TARGETING

To refine targeting,

- Electronic health records adoption
- Health system affiliation
- Office hours
- Languages spoken
- Sampling preference
- Sales access protocol
- Patient ailment data

04 How to Acquire the Most From Your Data

Crafting the message: Email Best Practice

Make every word count while writing your email, and make it appealing to the eye and easy to read. To put it another way, put yourself in your recipients' shoes and follow these guidelines:



- Speak your subscribers' language, especially their voice when dealing with their colleagues.
- Create a subject line that entices readers to open the email; an unread email, no matter how great the material inside, is a failure.
- Retain your audience's attention. Don't be so cryptic in the body copy that the reader doesn't understand what you're trying to communicate after you've gotten them to open your message.
- At the beginning of the subject line and body copy, include main ideas and keywords that are likely to resonate with your audience.

- ▶▶▶ In your subject line and body copy, use language that conveys a sense of urgency.
- ▶▶▶ To enhance open rates, use preview text in conjunction with the subject line. The majority of email clients support preview text. Keep it as short as possible.
- ▶▶▶ Use numbers in your subject line if possible. Numbers have a strong visual appeal.
- ▶▶▶ Produce high-quality code. Spam filters may be unable to read your email due to poorly written HTML, prompting the filters to send it to spam folders as a precaution.
- ▶▶▶ Make the email mobile-friendly. More than 60 percent of physicians check their emails on their mobile phone. Consider using a single column format to make scanning easier for readers.
- ▶▶▶ Account for multiple email clients. Consistent branding and readability should be prioritized.
- ▶▶▶ Web fonts should be avoided. Use fonts like Arial, Courier, Times New Roman, Tahoma, Trebuchet MS, and Verdana, which are universally supported.
- ▶▶▶ Make sure the email's width doesn't exceed 700 pixels. This should provide for plenty of content and should work with most web, desktop, and mobile clients.
- ▶▶▶ As part of a campaign, be prepared to send a small series of precisely targeted emails. Don't expect a one-time send will produce results.

05

Email Compliance



It's critical to comply with spam regulations, and not simply because the consequences of breaking them can be costly. The 2003 CANSPAM Act, for example, impose fines of up to \$41,484 per email. Beyond the monetary penalty, spam violations mean that your messages, no matter how relevant or well-crafted, will go unread. It might also cause your audience's trust in you to diminish.

06

Do's in Email Compliance



- 01 ➤ After each blast, update your contact list and remove any recipients who have hard-bounced or opted-out.
- 02 ➤ Within 10 business days, honor an opt-out request.
- 03 ➤ Clearly identify the message – even as an advertising if necessary. Avoid subject lines that are deceptive.
- 04 ➤ Use a valid mailing address. That is, you or your company must have a legal street address or a PO Box from where your business operate.
- 05 ➤ From a single landing page or email reply, provide a clear mechanism for opting out of future communication.
- 06 ➤ Check to see if your security certificates are up to date. Keep track of future expiration dates.
- 07 ➤ Think about the content on landing pages that are linked from your email. These pages, as well as the email content itself, will be evaluated by spam filters.

07

Don'ts in Email Compliance



01

Do not copy and paste an entire licensed list into the "to:," "cc:," or "bcc:" fields in Outlook, Gmail, or other email applications, as this may result in your account or domain being blacklisted.

02

Excessive use of email. While there is no defined restriction on the number of emails you can send during your licensing agreement, sending too many will likely result in blacklisting or being flagged as a spammer.

03

Use header information that is inaccurate or misleading. The information in the "from:" "to:," and "reply to:" boxes, as well as the originating domain name and email address, must be precise and identify the person or company who initiated the message.

04

As a condition for honoring an opt-out request, charge a fee, require any personally identifying information other than an email address, or require any action beyond sending a reply email or visiting a single webpage.

05

Don't forget that even if a word is relevant to physicians, it could still be considered spam by a filter.

06

Other than transferring the address to a business to help you comply with the CAN-SPAM Act, you should not sell or transfer a recipient's email address once they have opted out.

07

Don't forget that emails with attachments under 100KB have the best chance of avoiding spam filters and being clipped.

08

Wrapping Up

Set a number of checkpoints for database use throughout the year – and beyond – and use them to track success against important business imperatives: Have you been able to increase your market share? Have you managed to lower churn? Have your upsell and cross-sell outcomes improved?

By establishing a correlation between database enrichment and enhanced performance, you can determine how much of the latter is due to the former. When it comes to emails, there are a plethora of metrics to keep track of, including open and click through rates. However, it is critical not to be distracted by one metric at the expense of another, more essential data point. After all, while a persistently high bounce rate can be frustrating, if it is accompanied by a record response rate, the overall impact is minimal. Without a clear knowledge of how to use the data, it's futile. Similarly, persuasive and tactical use cases based on sub-standard data are certain to fail. Only through collaboration - the synergy of excellent data, great ideas, and great execution – can create the circumstances for success.



ABOUT MEDICOREACH

MedicoReach is a leader in the field of healthcare marketing. We provide accurate and quality data to support the multichannel campaigns of healthcare organizations. With the super of highly-quality data, we help marketing and sales professionals reach out to targeted healthcare executives and professionals to increase brand awareness.

Our data solutions are designed with utmost perfections and expertise. With a dedicated team and best-in-class healthcare email and mailing lists, we help marketers connect with prospect efficiently. we offer a wide range of healthcare email and mailing lists which include physicians email list, nurse email list, pharmacist email list, dentists email list and more.



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