

THB Clinical marketing cloud

Objective

THB's clinical marketing cloud is purpose built for automated healthcare marketing. Any large healthcare enterprise today uses large number of applications and often these applications run in silos. Its challenging for large hospitals to provide a continuum of care to patients because patient data exist across these large number of siloed applications. THB's clinical marketing cloud along with its data lake solution is an excellent proposition to solve this challenge. While the data lake creates a unified patient profile by integrating data from all the different applications, clinical marketing cloud utilises this unified profile of the patient for automated and manual engagement.

Major features

1. Manual and Automated campaigns

Clinical marketing cloud provides to modules to engage with patients. Manual engagement module allows the hospital marketing teams to create relevant patient cohorts, create relevant omni channel content and send out these one time campaigns. On the other hand automated engagement module provides hyper personalised and automated campaigns that can be set once as per desired clinical journeys of the patient.

2. Content management system

Through the content management system, healthcare marketers can create sms, email and whatsapp content easily in the product. Each of the content is tracked across campaigns for its effectiveness and ROI

3. Analytics and ROI measurement

All campaigns in clinical marketing cloud are tracked for their engagement effectiveness on CTR, open rate, time spent etc. Also every campaign has a strong ROI attribution to ensure that overtime, campaigns are made more effective.