CASE STUDY:

# Cleveland Clinic's Journey to Marketing Automation

Executive Summary:

Cleveland Clinic, ranked as one of America's top 2 hospitals by *U.S. News & World Report*, has built an industry-leading content engine through its health information content, patient blog, treatment guides and website. Additionally, they were an early leader in leveraging social media and search to drive users to that content. When the CMO challenged his team to enhance their programs even more, they turned to Hileman Group and Marketo to better distribute their content to the right person at the right time within the patient journey. Through the successes of the program, Cleveland Clinic has seen significant ROI growth and a reduction in time to convert.
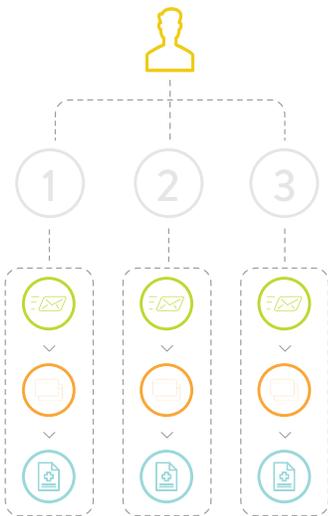
Introduction:

Content has become the fuel for modern marketing engines, especially within the healthcare industry. In fact, according to Pew Research Center, over 70% of internet users have searched online for health information. Despite content's value and importance, the ability to market relevant and engaging content has been difficult for most healthcare organizations and usually requires the use of multiple platforms or tools. With innovative, integrated solutions, healthcare organizations can improve the effectiveness of their marketing and communication programs.

Challenges:

Even with a brand as strong as Cleveland Clinic, reimagining their marketing approach was not without its challenges. Current programs were already performing well with a strong ROI; however, there were still opportunities for improvement. Cleveland Clinic had plenty of great content, but much of it existed scattered across disparate systems, potentially creating confusion and overlap when sending newsletters, event communications and nurture emails. Additionally, they maintained multiple websites across several different CMS systems. This resulted in difficulty tracking patient journeys in order to provide timely, relevant content to the user. Moreover, the marketing team needed analytics and reporting, which had to be fully integrated with complex back-end systems, to view results and trends for smarter decision-making. Selecting a platform that would improve performance and track the patient journey across all of their systems would provide much needed insight for current and future campaigns.
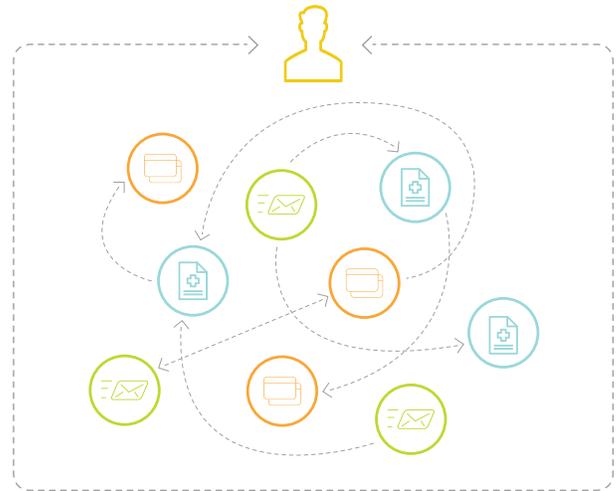
Before: Difficulty tracking individual patient journeys through multiple disparate systems

Solution:

Due to a strong business case, stemmed from previous successes, Cleveland Clinic selected Hileman Group as their marketing automation partner and Marketo as their software platform. With these partners, the healthcare system underwent a 9-month pilot, across multiple institutes, to test and validate the new marketing approach before engaging in an enterprise-wide solution. The programs, originally focused on offering treatment guides for specific diseases and conditions, were reimagined into multi-step nurture programs. Leveraging Marketo's engagement engine and progressive profiling allowed the team to furcate programs across multiple personas and incorporate disparate content into the nurture stream.

After: By implementing Marketo, Cleveland Clinic was able to simplify and streamline the individual patient journey.

Marketo's tracking code was implemented across multiple digital properties, allowing the team to effectively measure engagement and the success of various content types across multiple platforms. This also provided marketing the ability to fine-tune the message for the patient journey. A custom integration, built with Cleveland Clinic's data warehouse, offered a unified approach to data management, ROI measurement and the ability to provide additional feedback to marketing managers for their campaigns.

Results:

Based on early success of the pilot, Cleveland Clinic engaged Hileman Group to help implement Marketo as their enterprise marketing platform. In the three quarters following the pilot, over 160 campaigns and newsletters, including the award-winning *Health Essentials*, were implemented in Marketo. The governance team has also begun exploring the use of Marketo in advertising, event management, social media marketing, physician communications and other organizational efforts. ROI is effectively measured on all patient acquisition campaigns and exceeds 1000% for some programs. There has also been an estimated reduction in the lead-to-patient conversion time by 15-30 days. Cleveland Clinic's marketing team has championed Marketo, with over 50 people now trained on the platform. Monthly dashboard reporting developed by Hileman Group, augmented by Marketo's robust reporting, has allowed the Cleveland Clinic team to quickly evaluate campaign performance against published benchmarks from Cleveland Clinic and its institutes, to make strategic and impactful changes to their programs in real-time.