

MANAGED CARE MARKETING NEEDS

Needs of marketing departments in Managed Care Organizations are often overlooked. MCO management believes sales and marketing has the lowest priority when it comes to internal investment and technological advances. Marketing reps lack the ability to argue this situation with management and need support from HMOZ CRM system to be able to present a solid business case backed up with reports.

As you already know, Managed Care marketing campaigns start with a good list, and whether it is a list of brokers or subscribers, a clean list is important. Marketing campaigns with dirty data lists result in duplicate and returned mailing and end up costing more. The losses are also encountered when prospects and customers receive the wrong message and witness how disorganized the marketing campaign is.

If it is common for most healthcare organizations to calculate the profit per member for performance benchmarking, why not calculate the cost of marketing activities per MCO member? These statistics would clearly indicate which initiatives need less funding and which ones need more, moreover, they give marketing managers the ability to see correlation between their effort and the profit it generates. The reason many Managed Care Organizations are not taking advantage of this data now is because they are unable to generate reports with such a deep level of analysis with their current systems.

HMOZ CRM system lets you track every single detail about your marketing campaigns: costs, budgets, responses, expected and actual results, target audience groups, status, call to action, objectives, process workflow, forecasts and so on. In HMOZ CRM, costs are automatically assigned to every marketing touch, mailing, faxing, calling, etc. Our clients, top performing HMOs, can track targeted brokers and subscribers, and the cost of marketing to them down to the individual level. This empowers reps to demonstrate the value of their marketing activities to the management, and justify more dollars spent in marketing if profit per member is greater than the marketing cost per member.

Another great need for HMOs is to market effectively utilizing customer relationship management. Healthcare organizations can get larger market share by engaging more brokers to work for them. Tracking brokers' information, their areas of expertise, covered territories, licenses, competing products, and unique strengths allows MCOs to generate more business through the broker channel and, in return, assist brokers in winning new customers while closing the communication loop. This way you can build stronger relationships with your brokers.

Market share expansion can be also achieved through the increasing loyalty of members and subscribers. MCOs have the ability to attract more subscribers and add value to their services by providing advices for plan and rider selection, preventative care, or benefit explanation. Every member is unique, and your reps would have to listen to every single one of them in order to win their loyalty. Unfortunately, using conventional means and listening to every single member is not economically prudent. This process has to be

automated. HMOZ CRM system can help you capture clients' feedback through the automated phone and web-based tools. It also gives MCOs an option to provide members with access to the password-protected online knowledgebase, which contains answers to the most common questions, issues, and captured expertise of your top people.

Customer loyalty can be won even as a result of tracking plan designs and cross-selling riders effectively. If you know that a group or a member may have certain conditions, you can use predictive disease models to preemptively cross-sell or up-sell new profitable riders, and provide the preventative education and disease management to limit claim liabilities. When the predicted by you disease happens, members will be thankful you sold them a rider they need and they have coverage for their condition. This constant care and preventative measures ensure your customers have more loyalty and more renewals with you.

Finally, your market share greatly depends on your productivity and healthcare workflow. Ever feel like there is too much to do and too little time for it? You are not alone; everyone in Healthcare feels this. Your MCO has to make the shift required to manage your healthcare workflow and streamline productivity.

There are 5 steps to make the shift happen:

1. Identify the type of contacts you deal with, i.e., brokers, members, providers, etc.
2. Isolate the 10 most common contacts for each type.
3. Script the your best responses to them.
4. Test the scripts; make sure they deliver your desired results.
5. Use HMOZ CRM system to automate the healthcare workflow from start to finish, including follow-ups and Q&A.