

Customer-First Marketing: How Optum generated closed contract revenue of \$52 for every dollar invested (then reimagined its marketing team for even better results)

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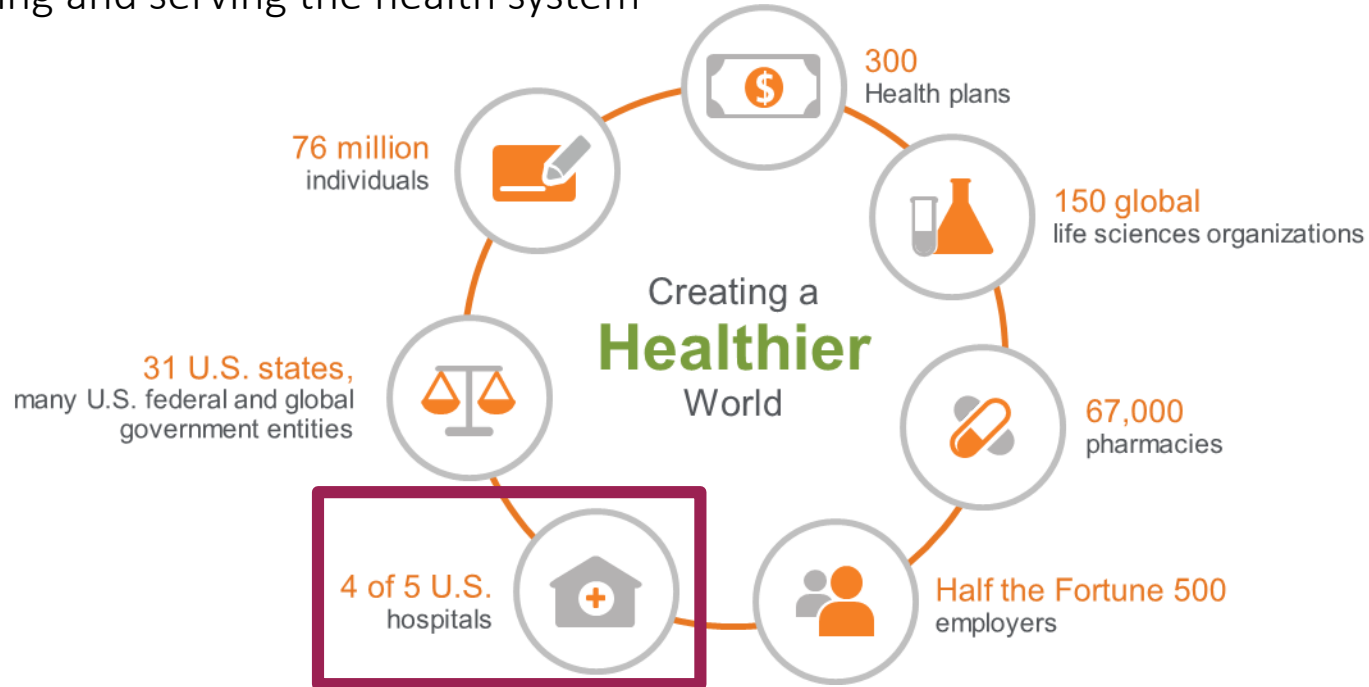
## Quick look at the results (as of submission date)

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- Generated closed contract revenue of **\$52 for every dollar invested** (pilot campaign)
- An integrated campaign that has generated over **6,000,000 impressions**
- More than **6,500 downloads** of gated content
- More than **\$19 million in sales pipeline**
- **\$6.7 million in closed business**

# Transformation on Our Team:

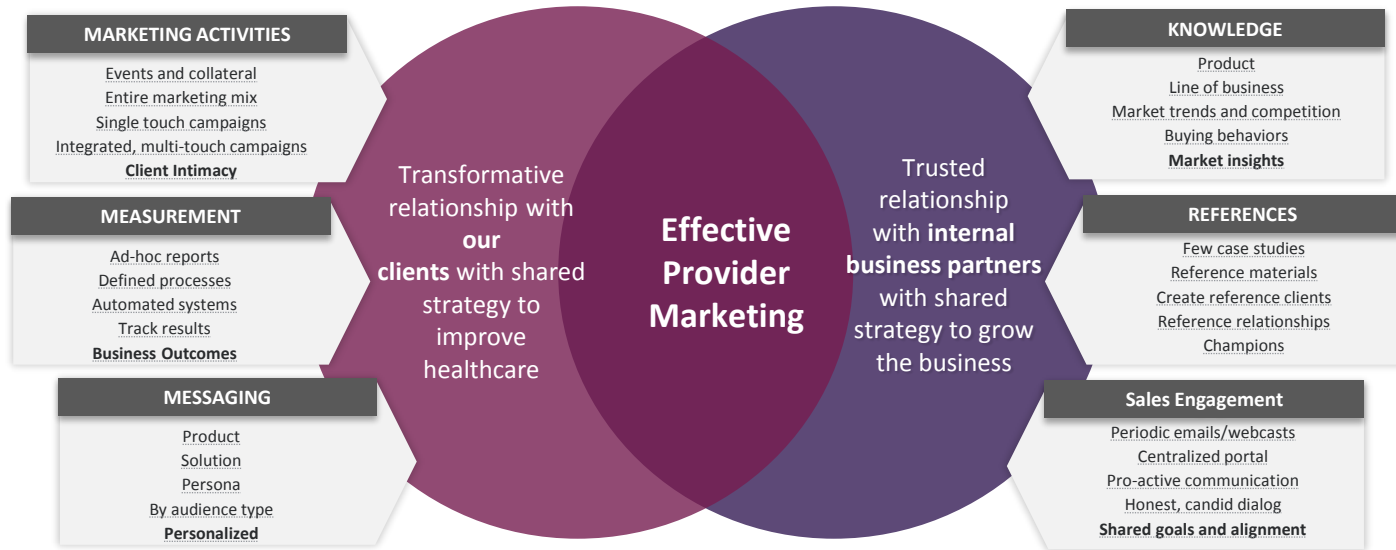
Connecting and serving the health system



# Challenge

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# Marketing organization maturity



# Why content marketing ...



# Why content marketing ...





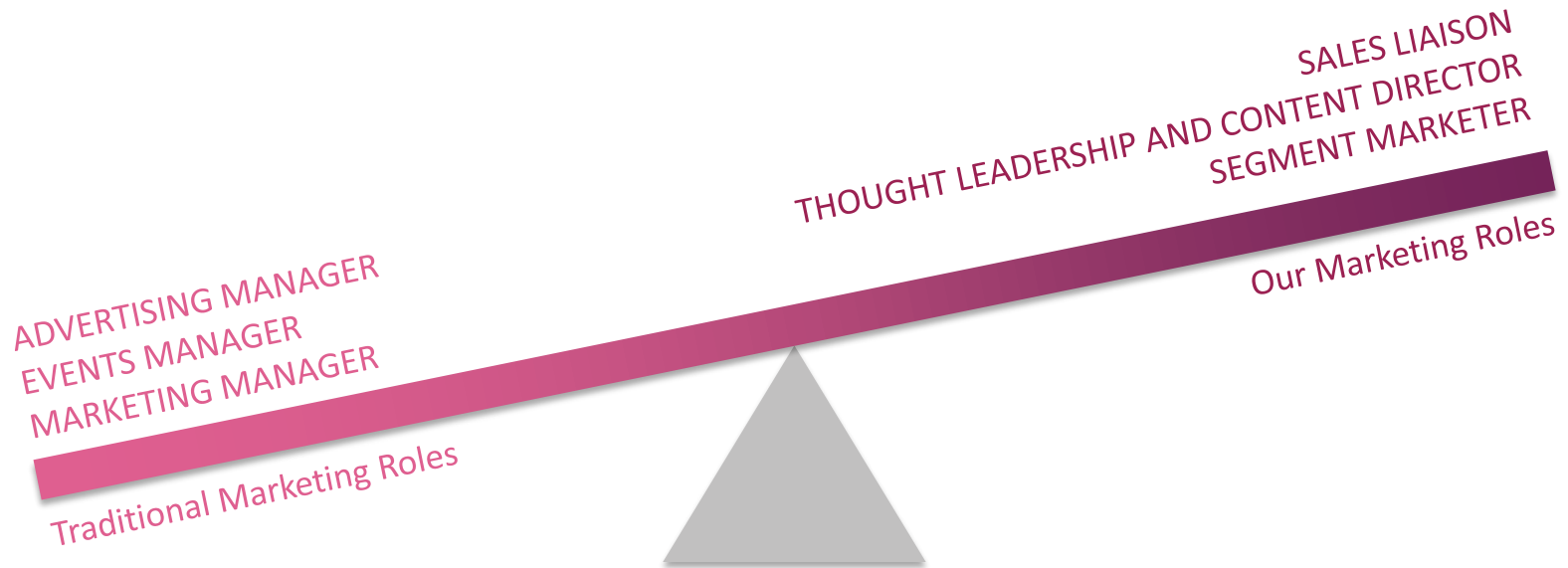
# Why content marketing ...



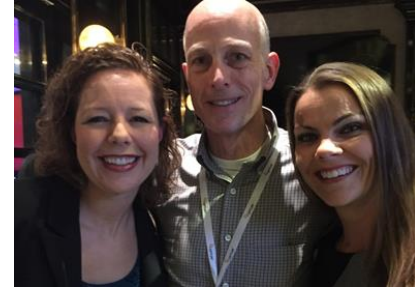
# Step 1: Restructure the team

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# Flip the model and the roles

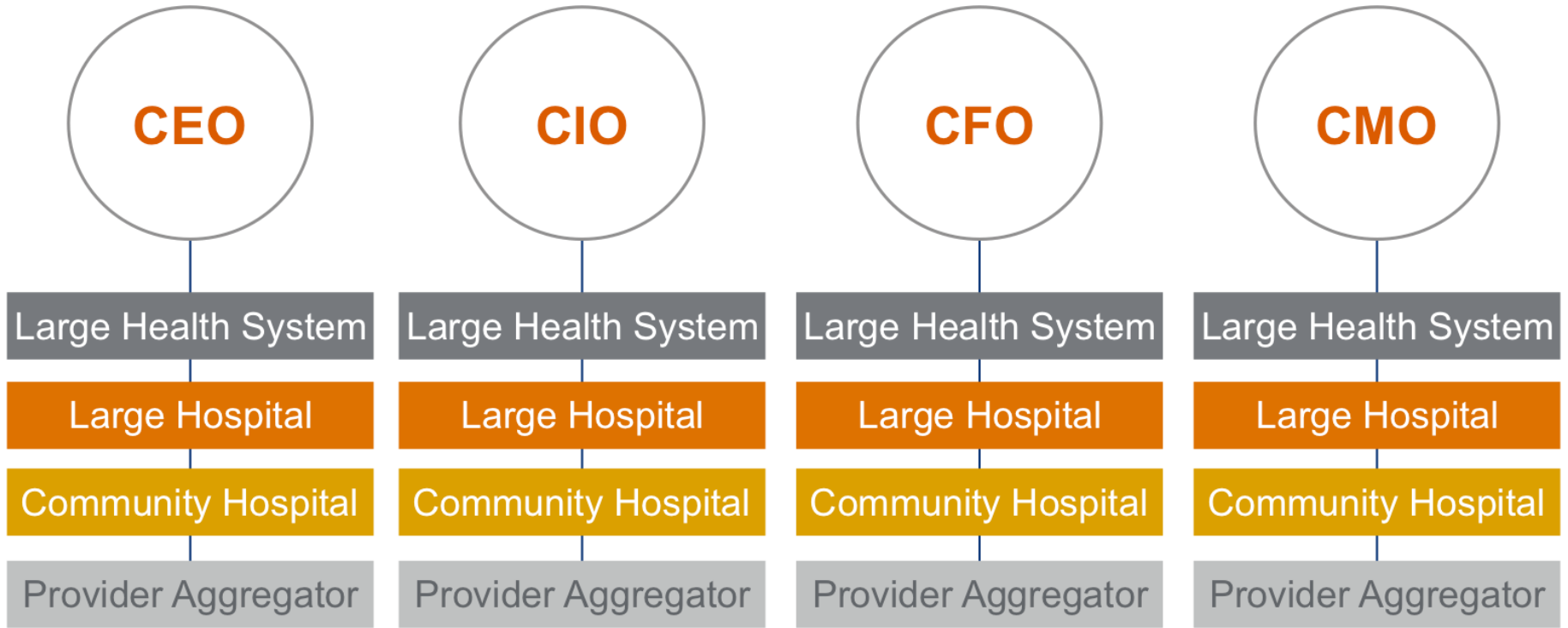


# Align the talent



## Step 2: Build personas

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# Perspectives from the C-Suite



A guide to connecting with decision-makers as they navigate the challenges of reform.

Using new proprietary research on the views of more than 250 C-Suite decision-makers, Optum has identified sixteen segments with unique perspectives.

Attached you'll find a sample of four of these segments. The final group of sixteen will be in your hands shortly.

These profiles will help you:

- Understand how key decision-makers view their role
- Recognize the pressure points within their type of organization
- Identify key goals and issues as they navigate reform
- Communicate effectively with relevant messages and materials

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**CMO** Physician leadership to support new populations.

**CFO** Maximize value to support new populations.

**CIO** Integration to support new populations.

**CEO** Transformation to support new populations.

**Large Hospital**



*"Health reform is here, and we've got to transform without losing control. As a large hospital we face many challenges as we transition including preparing to meet the needs of new patient populations. I put a great deal of trust and responsibility in my colleagues and expect them to make sound recommendations. I make the final call."*

**My Goals**

- Financial Stability
- Managing Reform
- New reimbursement models

**Our Key Issues**

- Reducing operating costs to accommodate cuts from payers and cuts in government spending
- Managing uncertainty caused by health reform, payer consolidation, and fiscal constraints
- Facilitating physician alignment and integration into leadership roles

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**CIO** Transformation to support new populations.

**Physician Aggregator**



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**CFO** Maximize value to support new populations.

**Community Hospital**



*"Health reform is here, and it is critical that we maximize value in every facet of the organization to support it. As a large hospital we face many challenges as we transform, including negotiating contracts, financing system upgrades, and revising our billing systems to respond to these new patient populations. I am constantly investigating new ways to manage costs, maximize value, and maintain stability. I review any recommendations on partners to ensure they are fiscally strategic."*

**My Goals**

- Financial stability
- Revenue models
- New reimbursement models

**Our Key Issues**

- Reform laws
- Emphasis on quality
- Cash flow

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**CMO** Physician leadership to support new populations.

**Large Health System**



*"Health reform is changing the way we deliver care, and it is critical that physicians have a leadership role in re-shaping our organization. As a large hospital we face many challenges as we transform, including preparing to comprehensively care for new patient populations while we adjust to shifting revenue models. We actively seek new ways to be a voice at the table, focusing on physician alignment, and responding to financial considerations. I am a critical influencer in every aspect of our decision-making."*

**My Goals**

- Financial stability
- Information technology
- Managing risk and reform

**Our Key Issues**

- Pressures on cost reduction
- Declining reimbursement
- Improved clinical outcomes and patient safety
- Maintaining focus on daily issues of quality, safety, and customer services

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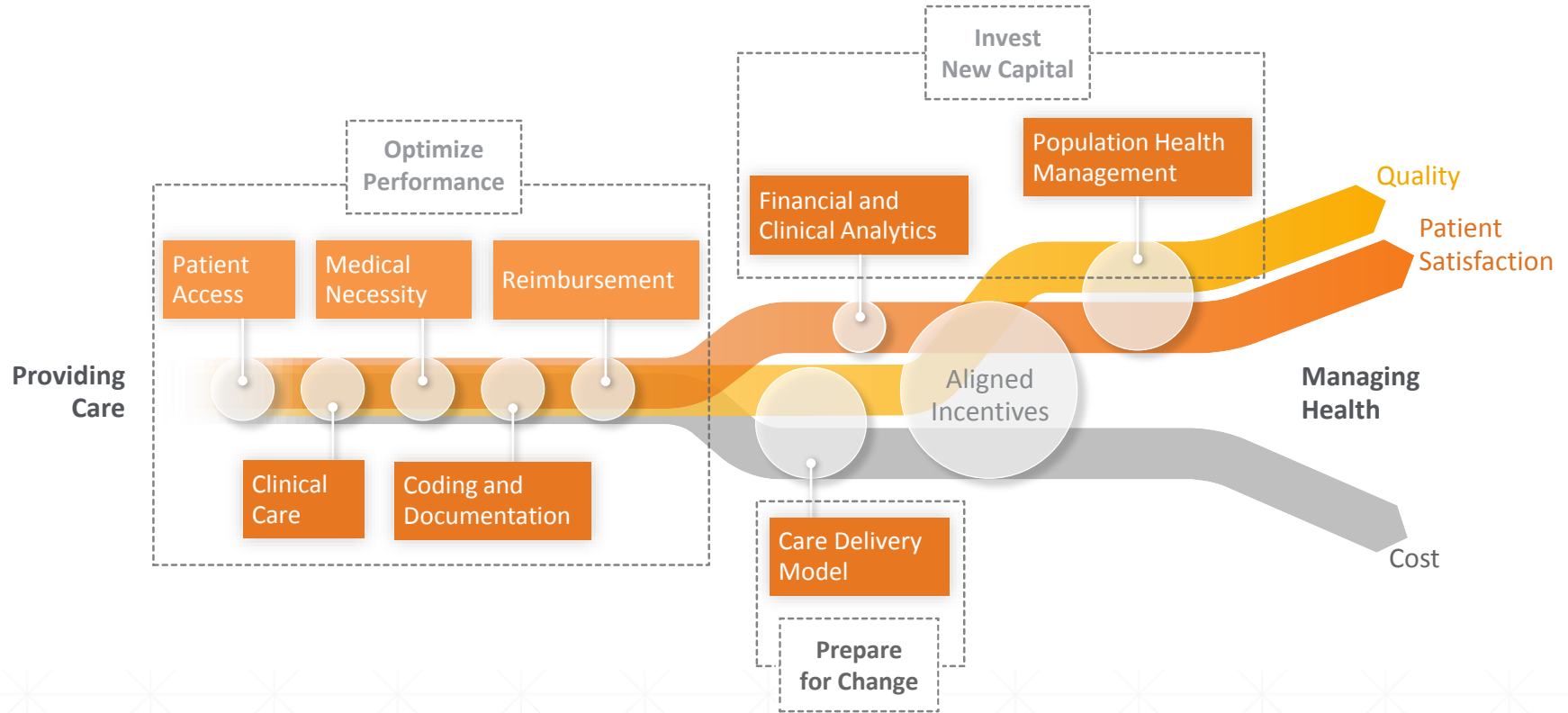
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# Step 3: Create high-quality content

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# Navigating the journey from providing care to managing health



# Client learning and relationships



# SHARE

STRATEGIC HEALTHCARE ADVOCACY REFERENCE EXCHANGE

## Chapter 4: The power of Optum One



Chapter 3: Data changes everything

Chapter 4: The power of Optum One

Chapter 1: Quality improvement

# Step 4: Reimagine content and design distribution plans

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# Game changer campaign



Lead nurture email campaign with downloadable thought leadership content (infographics, white papers, playbooks, etc.)



Sales training kits and meeting leave-behind materials



PURL (Personalized Landing Page) and web form



Print and web ads



Trade shows and regional events continued the "Game Changer" theme



Personalized direct mail playbook with PURL

# Reimagining content

## Landing Pages



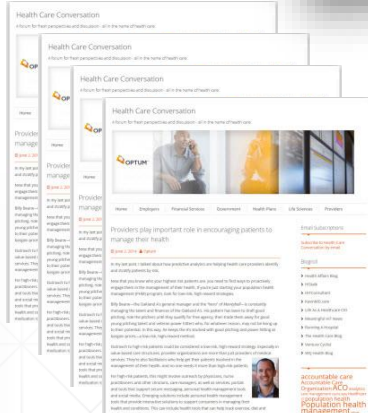
Optum.com/PURL



## Email Templates



## Blog Series



SUPPLEMENTAL CONTENT

## PRIMARY CONTENT



## Banner Ads



## Tweets

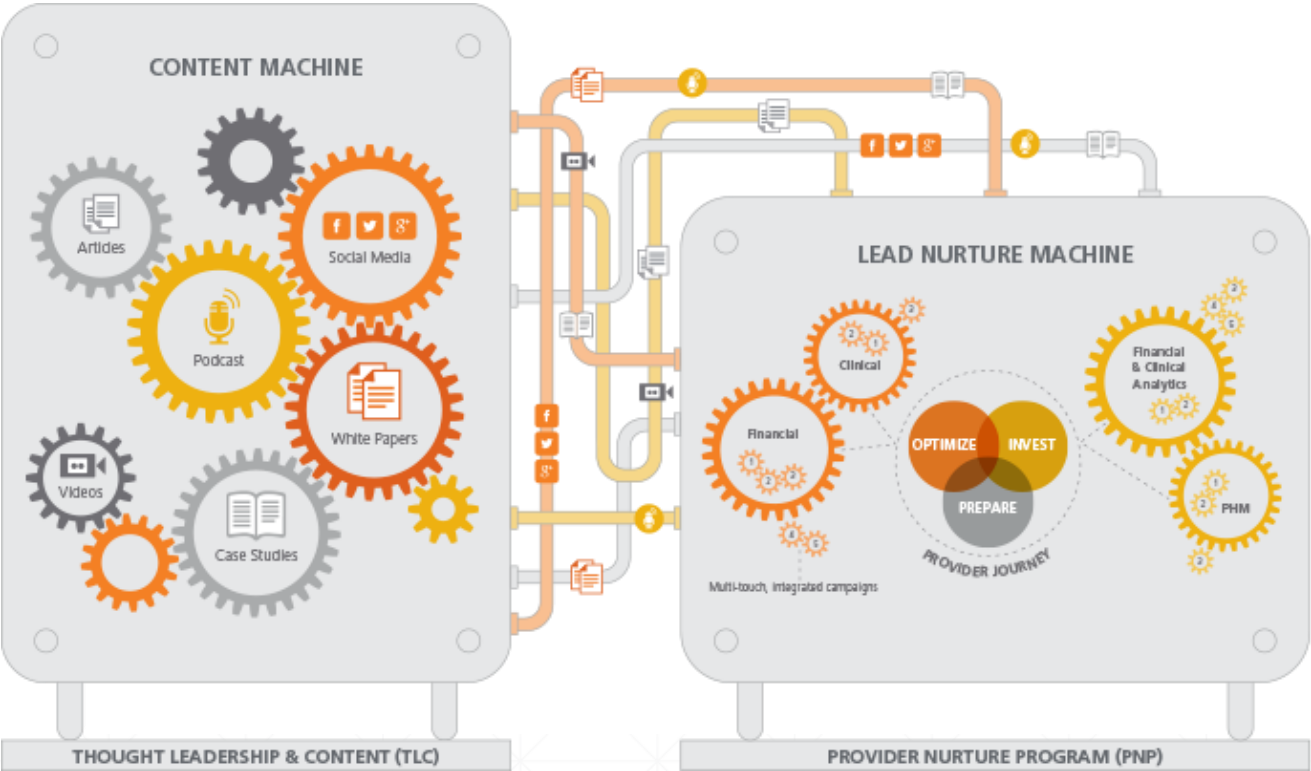
 **OptumInsight** @optuminsight  
 Navigating the Journey from Providing Care to Managing Health. @MilesSnowden blogs: [wp.me/pLLpY-ub](http://wp.me/pLLpY-ub)

19 Nov

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Reply Retweet Favorite More

# Content machine





# Step 5: Enable Sales

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# True north

## LEAD GENERATION AND SALES ACCELERATION





2

The **EDUCATE PHASE** offered — via lead nurturing emails and personalized landing pages — content focused on addressing a provider's problem areas with tips and insights aligned with Optum Analytics value propositions.

1

The **INTRODUCTION PHASE** of the campaign helped prospects recognize the need for getting to good data over big data and the type of analytics to leverage the data. These messages were delivered via ads, emails, events, etc.

3

The **ENGAGEMENT PHASE** used progressive profiling capabilities of marketing automation to score prospects' interactions and to establish prospects' level of engagement with the campaign content as a basis for further qualification for sales.

4

In the **CONNECT PHASE**, a marketing business development liaison performed qualifying due diligence to determine if the contact was ready for a conversation with Field Sales.

## Results to-date

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- An integrated campaign that has generated over **12,000,000 impressions**
- More than **10,000 downloads** of gated content
- Results that have **surpassed the team's goals by 250%**
- Over **\$120 million in sales pipeline creation** to date

# Takeaways

- Companies can be high-customer or high-self. You've got to change your lens to be high-customer.
- Be rogue – try new things, don't be afraid to fail, buck the norm.
- You've got to have a true north for your team.





# Thank You

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