

MARKETING



With the Truven Health Digital Marketing and Engagement Solution, you can:

- Improve campaign response rates
- Target the right consumers, every time
- Automate marketing outreach and improve department capacity
- Create sophisticated email campaigns with just a few clicks
- Quickly demonstrate campaign ROI and impact

Digital Healthcare Marketing and Engagement Solutions

Truven Health Analytics™ offers a full suite of digital marketing and engagement services and support for healthcare organizations. These services range from email list management and execution; to multilayered, multimodal, lead-nurturing campaigns; to fully automated patient engagement messaging and trigger communications.

Our solutions harness Marketo®, one of the world's leading marketing automation platforms. Marketo's automation technology allows Truven Health to further leverage its unparalleled, industry-leading strength in healthcare data, segmentation, analytics, and targeted marketing.

Delivered via the cloud and the skilled experts of Truven Health, our digital marketing management solutions are powerful, provide a fast return on investment, and can have an immediate impact on revenue growth, consumer engagement, and patient and consumer loyalty.

Primary solution areas include Database Management, Marketing Campaigns, and Reporting and Analytics.

Database Management

Our solutions are founded on automated processes, so you can generate more qualified marketing leads in less time — and with fewer resources. We offer:

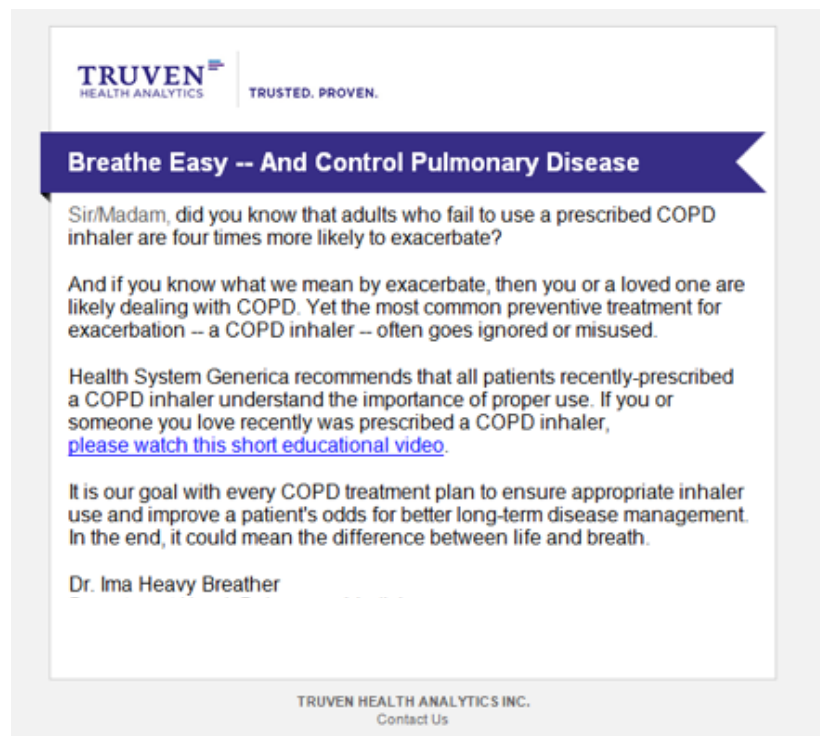
- **Nurturing:** Producing automated, multistep marketing programs to build relationships with prospects over time using targeted, consistent communications
- **Scoring:** Enabling patient and prospect scoring using demographics, segmentation, and observed digital behavior
- **Insight:** Identify and interact with the best prospects by seeing who responds to emails, visits your website, and shows key signs of interaction

Create demand-generation and behavioral coaching programs that deliver more engaged patients, higher return on marketing investment, and lower care management expense to your organization.

Marketing Campaigns

With our digital marketing management solution, your client services manager will help you build lists, create email campaigns, and develop landing pages quickly. Included in our marketing campaign services are:

- **Email marketing tools:** Allow you to create WYSIWYG (What You See Is What You Get) emails, automate triggered and multistep campaigns, and send and track emails
- **Landing page optimization:** Helps you build and deploy landing pages and forms with a PowerPoint®-like interface — using your own branding — and lets you optimize email response conversions with A/B testing
- **Website monitoring:** Delivers detailed tracking and measuring for all external and internal visitors even before visitors register, and can automatically alert you to increased or decreased activity and more



A sample automated email, delivering tailored, relevant information to specific audiences.

Reporting and Analytics

At the core of any successful digital marketing solution is a **robust email campaign manager with proven reporting analytics**, and our trusted, proprietary segmentation and scoring methodologies (e.g., HouseholdView® and Clinical Targeter) help ensure appropriate campaign targets are identified and tracked.

The comprehensive reporting and analytics of our solution stand up to the highest industry standards and allow you to measure and optimize results through:

- **Detailed campaign reports:** Allow you to publish without using Microsoft Excel® and include key data, like response rates and downstream activity
- **Detailed target reports:** Helps you thoroughly understand each marketing interaction and uncover every opportunity to demonstrate marketing's impact on revenue
- **A dedicated landing page** for response tracking (Annual Program clients)

TJ Email Performance		Report	Smart List	Setup	Subscriptions						
New Report Actions											
Date of Activity: All Time											
Email Name	Sent	Delivered	% Delive...	Hard Bou...	Soft Bou...	Pend...	Opened	% Ope...	Clicked...	% Clicked ...	Clicked to ...
Email Activity											
20-tips-imp...	550	522	94.9%	4	3	21	445	85.2%	407	78.0%	91.5%
2008-Jan-22	1,104	1,013	91.8%	23	0	68	278	27.4%	67	6.6%	24.1%
B2B Email...	52	50	96.2%	0	0	2	40	80.0%	40	80.0%	100.0%

Email performance reports show how each email performed including deliveries, opens, and clicks.

Email Link Performance		Report	Smart List	Subscriptions
New Report Actions				
Last 30 Days (May 26, 2010 - Jun 24, 2010 PDT)			All Emails Smart List: no rules	
Link	Clicks	% Clicks	Leads	% Leads
My Email				
http://blog.company.com	3	12.0%	1	12.5%
http://www.company.com	2	8.0%	1	12.5%
http://www.company.com/products/	3	12.0%	1	12.5%
http://www.company.com/events/	2	8.0%	1	12.5%
http://www.company.com/events/conference-2010	5	20.0%	1	12.5%
http://www.company.com/about/	2	8.0%	1	12.5%
http://www.company.com/library/best-practices.pdf	3	12.0%	1	12.5%
http://www.company.com/webinars	5	20.0%	1	12.5%
	25		8	
Jun 22, 2010 07:10 pm PDT Export				380 items

A detailed campaign performance report shows which links were clicked in each email and the number of leads that clicked on those links.

Landing Page Performance		Report	Subscriptions				
New Report Actions							
Date of Activity: Last 12 Months (May 1, 2010 - Apr 30, 2011 PDT)			New Names count				
Type	Name	Views	Conversions	Conversions %	New Names	First Activity (PDT)	Last Activity (PDT)
AB	Demand Generation Success Kit PPC1	3	0	0%	0	Jul 12, 2010 03:58 PM	Jul 12, 2010 04:00 PM
	CE- Admin Center	3	1	33%	0	Jun 4, 2010 03:49 PM	Jun 18, 2010 10:53 AM
AB	Lead-Management-Demo	3	0	0%	0	May 24, 2010 05:53 PM	May 28, 2010 06:12 PM
	Basic Landing Page	3	0	0%	0	May 19, 2010 02:02 PM	Aug 26, 2010 06:26 PM
	eight-tips-for-success	4	0	0%	0	May 3, 2010 08:13 AM	Aug 5, 2010 12:13 PM
	Sales-Prospecting-demo	4	0	0%	0	May 24, 2010 03:22 AM	Jul 5, 2010 01:17 PM
	Lead Nurturing Definitive Guide Thank Y	4	0	0%	0	Jul 1, 2010 09:44 AM	Aug 11, 2010 06:15 AM

This sample landing page performance report shows at-a-glance landing page statistics and the number of new names generated through forms on landing pages.

Leverage the combined power of the Marketo automation platform and the outstanding segmentation, analytics, and targeting of Truven Health to develop campaigns with indisputable reporting and ROI success.

Services At-a-Glance

Truven Health client services managers use the Marketo communications platform to plan campaign strategy, build email and landing page creative, deploy relevant calls to action, and measure campaign success, or support any part of the process for you.

Standard services include uploading client email lists, campaign planning, email and HTML design (client-supplied templates may also be used), campaign deployment, results reporting, and data reintegration with a client's master customer information file (MCIF).

Service Type	Used For	Service Description
Digital Marketing List Creation	Refining target audience	<ul style="list-style-type: none"> Cut lists out of the MCIF or other client database based on specific segmentation criteria Upload list into the Marketo digital communications platform
Email Append	Building a client's email database	<ul style="list-style-type: none"> Match target list against national email database Reach out to matched targets via email on behalf of client Those who do not specifically opt-out (soft opt-in) are returned to client for unlimited and ongoing use Process takes 10 business days
Reverse Append	Attaching demographic data to existing emails	<ul style="list-style-type: none"> Vendor appends additional demographic information when matches are found, e.g., postal address, using an email and first name/last name
Campaign Strategy	Successful campaign execution	<ul style="list-style-type: none"> Assist in the planning and execution of email-driven direct response by identifying campaign goals, target relevancy, and automation needs Test and schedule campaign for execution
Creative Support	Development of visual and written message	<ul style="list-style-type: none"> Assist in the creative development of emails, landing pages, response forms, etc. (copywriting not included) HTML templates and design support are available depending on client need
Reporting	Measurement and analysis of campaign results	<ul style="list-style-type: none"> Several report types available, including leads, web page, landing page, email and email link, program performance, social influence, and more

FOR MORE INFORMATION

To learn more or schedule a demonstration, please contact your client services manager or call Alex Skarulis, solutions executive, at **720.412.1468**. Read more about Truven Health at **truvenhealth.com** or call **800.366.7526**.



ABOUT TRUVEN HEALTH ANALYTICS

Truven Health Analytics delivers unbiased information, analytic tools, benchmarks, and services to the healthcare industry. Hospitals, government agencies, employers, health plans, clinicians, pharmaceutical, and medical device companies have relied on us for more than 30 years. We combine our deep clinical, financial, and healthcare management expertise with innovative technology platforms and information assets to make healthcare better by collaborating with our customers to uncover and realize opportunities for improving quality, efficiency, and outcomes. With more than 2,000 employees globally, we have major offices in Ann Arbor, Mich.; Chicago; and Denver. Advantage Suite, Micromedex, ActionOI, MarketScan, and 100 Top Hospitals are registered trademarks or trademarks of Truven Health Analytics.

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