

**MARKETING**

**BENEFITS**

- Healthcare-specific CRM solution
- Engage patients and manage population health with behavior-based messages
- Track and measure downstream activity to demonstrate ROI
- Reach the right patients with advanced segmentation
- Increase clinical utilization in multiple settings
- Improve performance with a repository of past results

**FACT:** The 100,000 household PULSE™ Healthcare Survey is a national, privately funded, household survey of health behavior, attitudes, and utilization that has been running for more than 20 years.

## MarketDiscovery Marketing Solutions

Like any other business, your healthcare organization is focused on profitable growth and delivering value to customers. You're charged with identifying opportunities and supporting the direction of new investments, while aligning business plans to your organization's strategic goals. Additionally, you need to execute marketing programs to support the plan and drive positive return on investment.

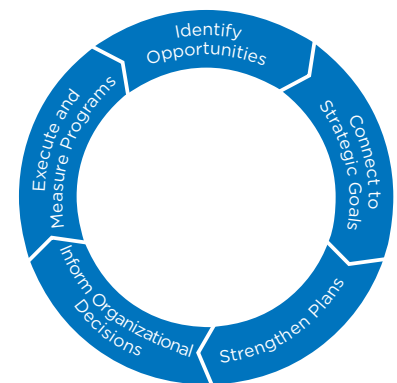
Increasingly, healthcare executives are turning to marketing departments to develop and implement strategies to grow hospital market share, successfully reach targeted consumers and physicians, and increase patient engagement through ongoing health communications.

Truven Health MarketDiscovery<sup>SM</sup> Marketing Solutions is a customer relationship management tool (CRM) to help you execute marketing programs to support your strategic plan.

### Execute Marketing Programs to Support the Strategic Plan

Our comprehensive approach to healthcare marketing includes the most robust source of prospect data, consumer insights, analysis and reporting, and experts to help you apply insights and choose programs that will have a positive impact on your business. With MarketDiscovery, you can rely on an established approach to CRM to increase productivity and drive continuous improvement through measurable results.

#### Business Development Cycle



### Use Advanced Segmentation

The segmentation and targeting within MarketDiscovery help you reach the right patients for your programs, resulting in cost-effective campaigns with higher ROI, response rates, and, often, higher conversion rates. We can help supplement your customer profiles with insights into the demographics, clinical needs, attitudes, and behaviors for a particular audience.

### Connect with Population Health Messaging

MarketDiscovery contains population health messaging capabilities that are an extension of your existing CRM programs. These custom, auto-generated messages are based on demographic and behavior insights so they are highly tailored, alerting consumers to health opportunities and encouraging them to act.

### Access to Creative and Fulfillment Services

Truven Health Analytics<sup>SM</sup> has also partnered with an award-winning, healthcare-focused advertising agency to ensure that our MarketDiscovery clients have access to world-class creative content. Fulfillment services are also available to make sure your campaigns get out the door efficiently and effectively.

### Measure and Report the Success of Your Programs

Improve your marketing by reporting results with both critical and tactical analysis. Obtain response results while campaigns are still in the field, evaluate overall performance of campaigns, and identify the impact of campaign results on your organization's business.

### Count on Guidance Every Step of the Way

A team of experts is ready to support you and provide any assistance you may need. Our Client Services Managers are your day-to-day contact for strategic assistance, including in-depth analysis of data and results. Our Strategic Services experts complement and extend the data and tools by addressing key business questions, driving change, and implementing solutions. Our live Product Support team is there to answer technical questions about tools and content and ensure you don't have down time.

## FOR MORE INFORMATION

Send us an email at [info@truvenhealth.com](mailto:info@truvenhealth.com) or visit [truvenhealth.com/marketdiscovery](http://truvenhealth.com/marketdiscovery)



#### 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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