MDVIP | LONG LIVE HEALTHY

RX for Digital Marketing Customer Acquisition: An MDVIP Case Study

Agenda

- About Us

- MDVIP

- Digital Marketing Health Assessment

- Key Take Away

Welcome & Intro

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The MDVIP Mission

Provide life-changing, personalized, preventive care so members can lead healthier and more vibrant lives.

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About MDVIP

MDVIP leads the membership medicine market with the largest nationwide footprint.

1,000+ Doctors in **43** states and Washington, D.C.

325,000+ Patients

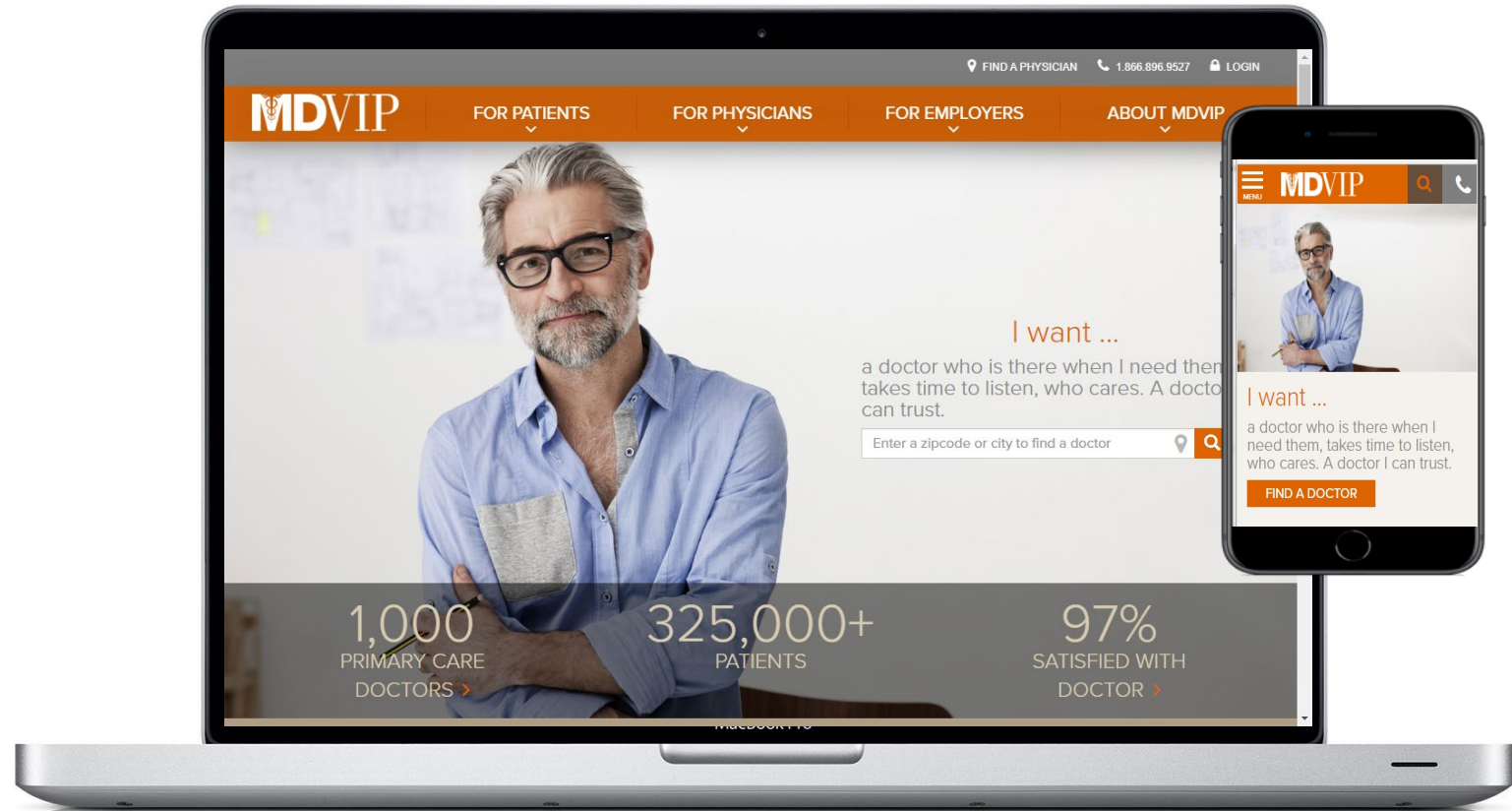**2/3** of U.S. population lives **within 10 miles** of a membership medicine doctor

D

MDVIP Online

100s of Million Impressions
Paid Campaigns, News, Directories, Social…

5.2 Million Visits by 2.9 Million People

1.5 Million Doctor Views

D

Digital Marketing Health Indicators

Visibility
- Is your business being seen?

Conversion
- *Are you getting good traffic that is converting at the expected rate/ROI?*
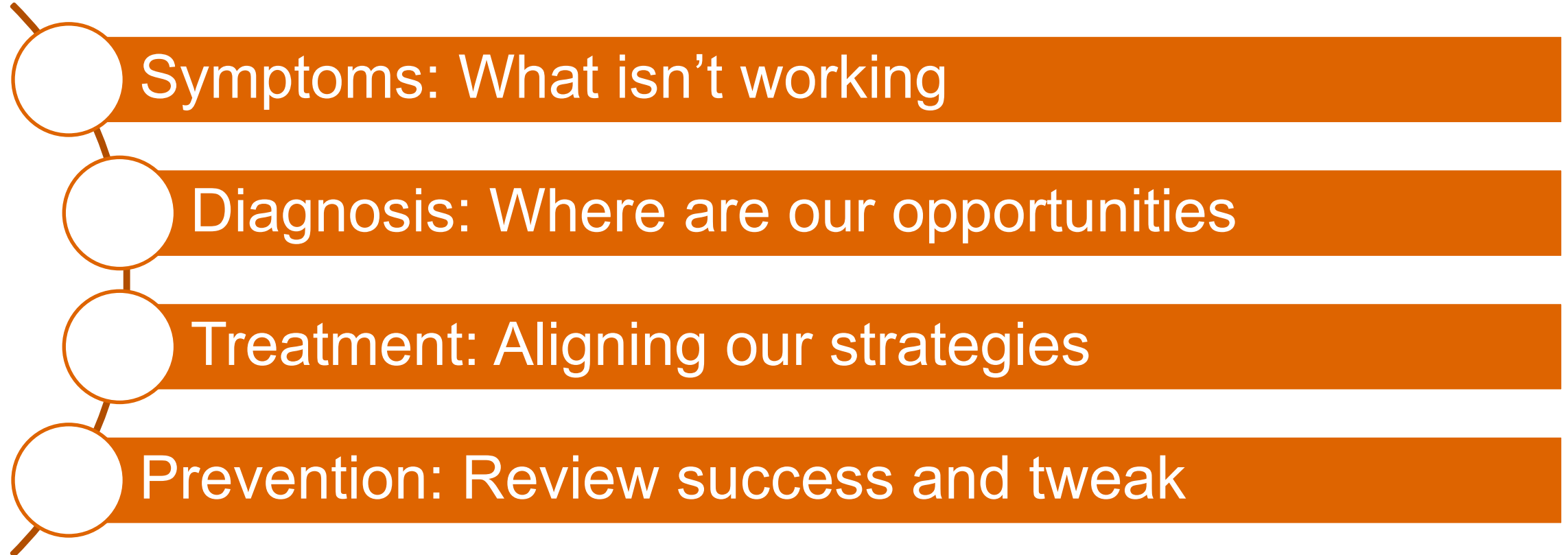
Campaigns
- *How can I prevent paralysis and maintain campaign velocity?*

Technology & Innovation
- *Marketing & Technology Alignment to Deliver Results*

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Prescription for Digital Marketing

Symptoms: What isn't working

Diagnosis: Where are our opportunities

Treatment: Aligning our strategies

Prevention: Review success and tweak

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Health Indicator 1: Online Visibility
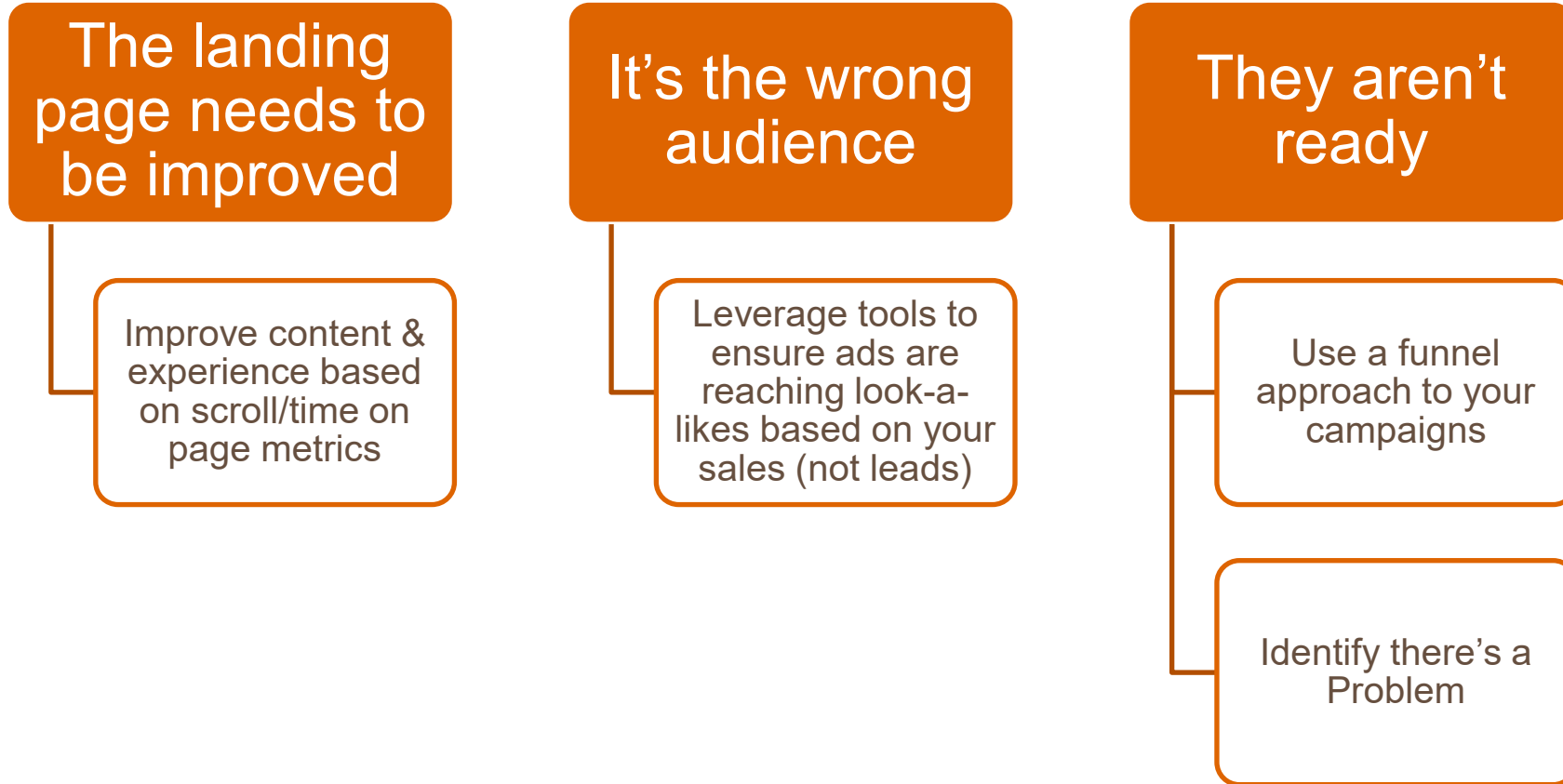## - *Is your business being seen?*

Monitor:

- Traffic Volume & Sources
- Visitor Characteristics
- Search Trends
- Conduct SEO audit

Treatment & Prevention:

- Align paid and organic campaigns to maximize impact
- Address Technical SEO
- Create/Optimize new Content
- Leverage Directory Management Tools
- Manage ratings/reviews

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Health Indicator 2: Converting Traffic into Leads
 - *Are you getting good traffic that isn't converting?*

The landing page needs to be improved

Improve content & experience based on scroll/time on page metrics

It's the wrong audience

Leverage tools to ensure ads are reaching look-a-likes based on your sales (not leads)

They aren't ready

Use a funnel approach to your campaigns

Identify there's a Problem

Health Indicator 3: Campaign Velocity
Are you experiencing digital marketing paralysis?

Symptoms:
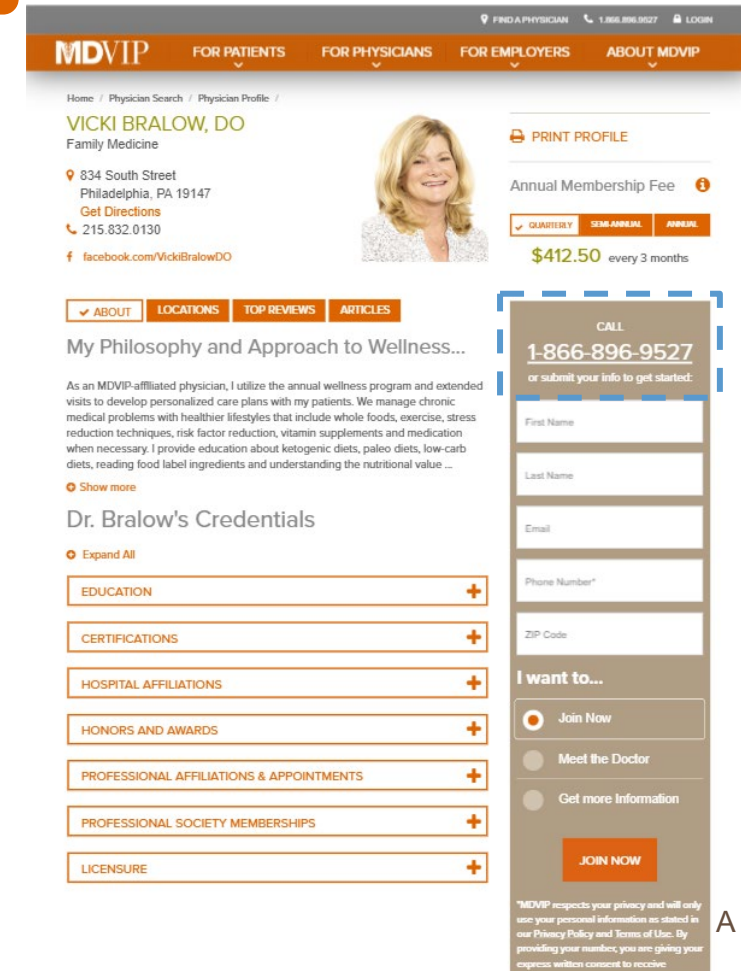
Diagnosis: Where are our opportunities

Treatment:

Prevention: Review success and tweak

- Data overload!
- Too many campaign ideas
- Everything has to be perfect!
- Resource Management
- Picking the right opportunity

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Health Indicator 3: Campaign Velocity
Are you experiencing digital marketing paralysis?

Symptoms:

Diagnosis: Where are our opportunities

Treatment:

Prevention: Review success and tweak

- Clear funnel & objectives to match
- Data & Analysis to drive action
- Keep it simple / biggest opportunities
- If you're stuck, use your partners!

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Health Indicator 3: Campaign Velocity
Are you experiencing digital marketing paralysis?

Symptoms:

Diagnosis: Where are our opportunities

Treatment:

Prevention: Review success and tweak

- Test and learn
- Re-use instead of re-creation of experiences
- Be agile with your approach
- Leverage data to overcome objections

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Health Indicator 3: Campaign Velocity
Are you experiencing digital marketing paralysis?

Symptoms:

Diagnosis: Where are our opportunities

Treatment:

Prevention: Review success and tweak

- Consistency in Planning
- Being Agile: If it doesn't work, move on
- Expect failure
- Use data to justify work

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Health Indicator 4: Technology Innovation
Are you winning with (or paralyzed by) technology and data?

Symptoms

Diagnosis

Treatment

Prevention

High Friction

Poor Outcomes
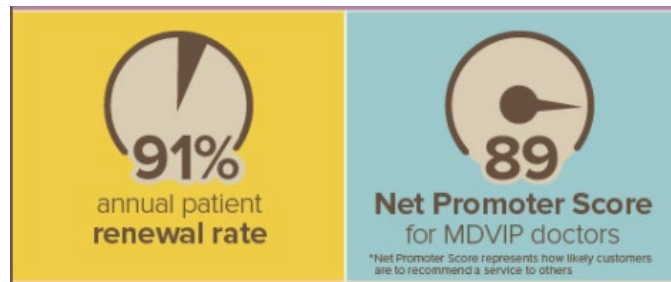
Low Value

- High Friction Experiences – for Teams, for Customers

- Inability to Understand, therefore Influence, Outcomes

- Technology and Data as a Liability (not Value Driver)

91% annual patient renewal rate

89 Net Promoter Score for MDVIP doctors
*Net Promoter Score represents how likely customers are to recommend a service to others

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v

Health Indicator 4: Technology Innovation
Are you winning with (or paralyzed by) technology and data?

Symptoms	Diagnosis	Treatment	Prevention

ENTERPRISE ARCHITECTURE DOMAINS

- BUSINESS
- DATA
- APPLICATION
- INFORMATION
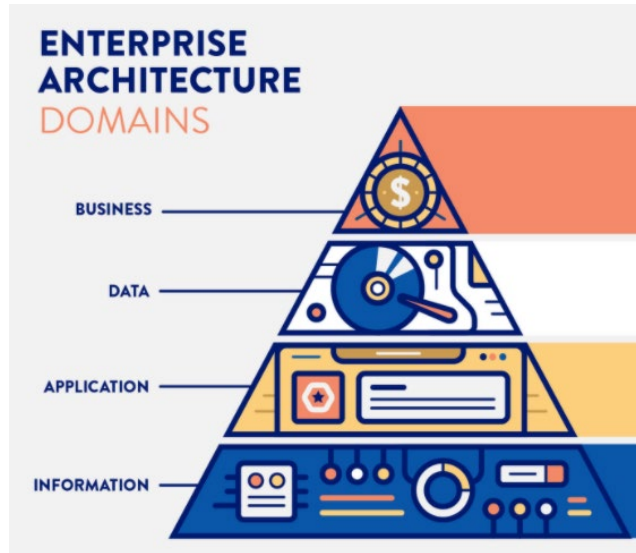
Diagnosis
- No Alignment
- No Integration
- No Architecture

Treatment
- Silo-ed "Doing" vs. "Thinking" IT | Marketing
- Disconnected Data | Few Insights
- Reactive vs. Proactive View

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Health Indicator 4: Technology Innovation
Are you winning with (or paralyzed by) technology and data?

Symptoms

Diagnosis

Treatment

Prevention

- Program Focus | Agile Delivery | DevOps

- Digital to CRM to BI to Insights.

- If Differentiates, Build. Else, Buy.

Success as a Team Sport

Measure Everything

Invest in Platforms

Health Indicator 4: Technology Innovation
Are you winning with (or paralyzed by) technology and data?

Symptoms	Diagnosis	Treatment	Prevention

- ## CMO|CIO – Shared PMOs or OKRs, Innovation Goals
  Meaningful engagement leads to good outcomes, creates impactful experiences, drives value for our equity holders, and supports our mission to make healthier lives happen.

- ## Monthly KPI "Stand Ups", Quarterly SteerCo's.
  SSMG. SteerCo | Board Updates (Rearview | Windshield)

- ## Proactive Tech & Data Quality. Self Service.
  APM (Tech). Data Steward (Business).

CxO | Priority Alignment

KPI Checks

Resilience

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INTEGRITY INNOVATION PASSION LEADERSHIP TRUST

Key Takeaways:

- New thinking about how to optimize your digital marketing presence

- Tips and tricks from medical marketing online that you can apply to your business

- How to stay on top of an ever-changing landscape

- Ways to leverage technology to better service virtual patients or customers

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