SMARTBASE SOLUTIONS
GROW FROM A SMART BASE

HEALTHCARE CASE STUDY

Single staffer at medical device manufacturer now manages more than 75 automated consumer campaigns

The Challenge

A national medical device manufacturer wanted to develop a robust trigger-based marketing campaign targeted to the consumer channel. Prior marketing attempts campaigns were sporadic because there was no central data warehouse and the manual process was labor intensive.

The Solution

The company trusted the Smartbase Solutions team to consolidate and evaluate their data. Then we worked collaboratively with the company to identify the most critical data elements. We aggregated, cleaned and standardized the data into a centralized Communication Automation platform that provided a 360-degree view of each consumer — all while adhering to stringent HIPAA requirements for patient privacy and secure storage of information.

The Results

Today, a single employee manages more than 75 simultaneous campaigns that include web, email, direct mail and advertising components.
Field reps, marketing staff, executives and customer service reps all have a clear view of results and individual details. The platform tracks every interaction — from web opt-ins to in-person appointments — and delivers personalized content in a logical sequence. The new system dramatically boosted email open and click-through rates, while simultaneously reducing workload.

Highlights

- Integrated 7 data sources into a centralized Communication Automation platform.

- Tracked data for 300,000 patients and healthcare professionals.

- Increased average email open rate 52%, from 11% to 16.7%.

- Increased average email click-through rate 49%, from 3.7% to 5.5%.

- Maintained HIPAA compliance at all stages.

- Hosted easily accessible, web-based platform on private cloud with no additional capital costs.

About **SmartBase Solutions**

For 11+ years, SmartBase has been managing data and delivering actionable insights to clients of all levels of data sophistication. As technology continues to evolve, so does SmartBase. Our SmartBase IQ Data Platform, Data Analytics, Communication Automation and Marketing Research services round out our full capability to streamline operations and improve management. **We make your data work for you.**

612.767.9940
info@smartbasesolutions.com
smartbasesolutions.com

411 Washington Ave N
Suite 115
Minneapolis, MN 55401

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