Prompt EMR

Digital Marketing Campaign 2023

WHO WE ARE

Prompt EMR is at the forefront of healthcare innovation with their cutting-edge cloud-based EMR software tailored specifically for the allied health industry. Their mission is to empower clinicians and providers to transform their healthcare practices by automating routine administrative tasks, enabling them to deliver exceptional patient care while optimizing profitability.

WHAT

Prompt EMR develops advanced electronic medical record (EMR) solutions for healthcare providers, offering a comprehensive platform that streamlines patient data management, enhances communication, and improves patient care.
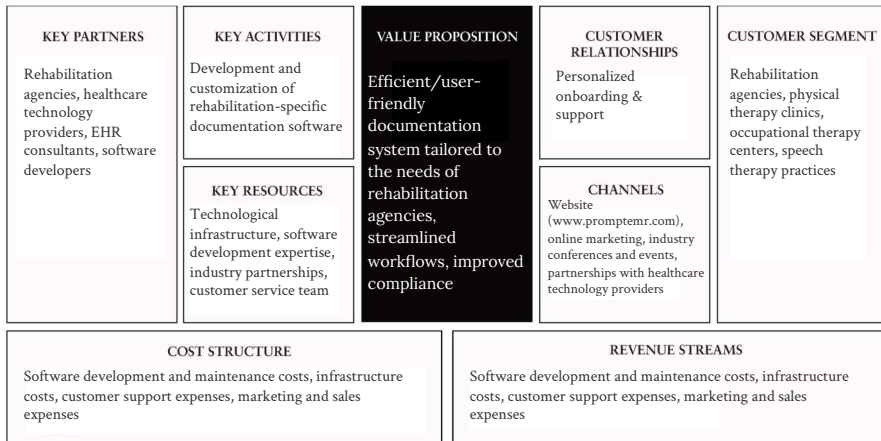
HOW

We achieve this by combining cutting-edge technology with deep industry expertise. Our team of skilled developers and healthcare professionals collaborates to design user-friendly EMR systems that integrate seamlessly into existing workflows, providing efficiency and accuracy.

WHY

At Prompt EMR, we believe in empowering healthcare providers to deliver exceptional patient care. We are driven by the conviction that technology can revolutionize healthcare, ensuring that patients receive the best possible treatment and healthcare professionals can focus on what truly matters – delivering quality care and improving lives.

BUSINESS MODEL CANVAS

KEY PARTNERS

Rehabilitation agencies, healthcare technology providers, EHR consultants, software developers

KEY ACTIVITIES

Development and customization of rehabilitation-specific documentation software

KEY RESOURCES

Technological infrastructure, software development expertise, industry partnerships, customer service team

VALUE PROPOSITION

Efficient/user-friendly documentation system tailored to the needs of rehabilitation agencies, streamlined workflows, improved compliance

CUSTOMER RELATIONSHIPS

Personalized onboarding & support

CHANNELS

Website (www.promptemr.com), online marketing, industry conferences and events, partnerships with healthcare technology providers

CUSTOMER SEGMENT

Rehabilitation agencies, physical therapy clinics, occupational therapy centers, speech therapy practices

COST STRUCTURE

Software development and maintenance costs, infrastructure costs, customer support expenses, marketing and sales expenses

REVENUE STREAMS

Software development and maintenance costs, infrastructure costs, customer support expenses, marketing and sales expenses

GADDIE PITCH

You know how ... managing medical records can be a and time-consuming task, hindering the efficiency of healthcare practices.

Well what we do is ... simplifies and automates the documentation, storage, and retrieval of patient information. Our user-friendly platform seamlessly integrates with your existing workflow, eliminating the hassle of paper-based records and manual data entry.

In fact ... By adopting Prompt EMR, healthcare practices experience a profound impact on their operations and patient outcomes.

CUSTOMER PERSONA

<u>Background</u>:
Occupation: General Practitioner at a mid-sized private clinic
Experience: 8 years of medical practice
Technology Proficiency: Comfortable with using basic digital tools, but seeks user-friendly solutions for complex tasks

<u>Demographics</u>:
Age: 35
Gender: Female
Location: Suburban area in the United States
Education: Medical degree and licensure
Goals and Challenges:

<u>Goal</u>: Provide comprehensive and efficient patient care while maintaining accurate medical records.

<u>Challenge</u>: Struggles with time-consuming paperwork, searching for patient information, and coordinating care with specialists due to fragmented data systems.

<u>Motivations</u>: Desire for Efficiency: Seeks streamlined processes to manage patient data and medical records, reducing administrative burden.

<u>Improved Patient Care</u>: Aims to offer personalized treatment plans and track patient progress more effectively.

<u>Behavior and Preferences</u>:
Prefers user-friendly and intuitive technology solutions.
Values integrated systems that allow seamless sharing of patient information.
Active member of professional medical associations and stays updated on industry trends.

<u>How Prompt EMR Addresses Needs</u>:
Offers a user-friendly EMR platform that integrates patient data, allowing Dr. Carter to access information quickly.

Provides comprehensive patient profiles, including medical history, test results, and treatment plans, enhancing the quality of care.

CUSTOMER JOURNEY

AWARENESS

↓

CONSIDERATION

↓

CONVERSION

↓

LOYALTY

MARKETING OBJECTIVE

To increase Prompt EMR's conversion rate by 20% within the next 12 months through targeted marketing campaigns on LinkedIn, resulting in a higher adoption rate and revenue growth.

ORGANIC SOCIAL MEDIA

Tell our audience more about our subscription offer through organic Facebook and Instagram stories and posts.

KPIs: Engagement; CTR (Swipe ups/website clicks); Conversion Rate.

PAID SOCIAL MEDIA RETARGETING

Retarget our organic social audience through paid Facebook and Instagram posts.

KPIs: Click Through Rate; Conversion Rate; Cost Per Acquision; Return On Investment.

EMAIL MARKETING CAMPAIGN

Target our most loyal and engaged clients

KPIs: Click Through Rate; Open Rate; Conversion Rate.

ORGANIC SOCIAL MEDIA

JUSTIFICATION

Within our target demographic (28-64), the most common place for consumers to receive their information is through online platforms and social media channels. This statement holds true because this age range is characterized by a high level of digital engagement. Consumers between 28 and 64 are active users of smartphones, tablets, and computers, relying on these devices to access news, connect with friends and family, and seek information on various topics, including healthcare. With the prevalence of digital technology and the convenience it offers, online platforms and social media have become the primary sources of information for this demographic, making them ideal channels to effectively reach and engage our target audience for Prompt EMR's healthcare solutions.

- UTM Source code for each ad/format
- Relevant landing page
- Clear call to action

- Google Analytics
- Eye-catching creative
- Concise yet intriguing caption

KPIs

- CTR (Swipe up/website clicks)
- Engagement measured through Insights (Shares, saves, likes, comments)

- Conversion rate (measured through UTM tracking codes

UTM CODES

UTM codes would be used to track A/B testing on which organic content is producing the best results in Google Analytics.

A/B TESTING

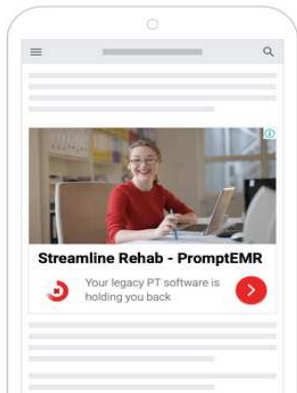Swipe up to a landing page on RUSSH.com giving details of the offer.

Information on the offer contained within the stories. Swipes up directly to Shopify.

Preview			<	>	▷	📱	🖥
▶ YouTube	M Gmail	G Search	🖬 Display	✳ Discover			

Display image ad (300x250)

Streamline Rehab - PromptEMR

Your legacy PT software is holding you back

Preview			<	>	▷	📱	🖥
▶ YouTube	M Gmail	G Search	🖬 Display	✳ Discover			

Display image ad (300x250)

Streamline Rehab - PromptEMR

Your peers are raving about Prompt
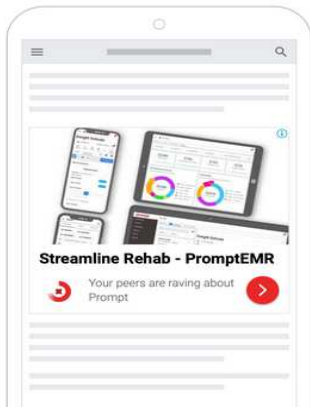
LANDING PAGE

Taken to a dedicated landing page based
on where in the customer journey they are
(Conversion vs. Consideration).

ACCELERATE RECOVERY

Powered by PromptEMR Software

Streamline Rehab with PromptEMR: Try Our Free Demo!

learn more | contact

PAID SOCIAL MEDIA RETARGETING

JUSTIFICATION

By using retargeting from our organic social channels we can create an audience of those we already know have an interest in the brand. This targeting knowledge will help to increase our cost per click (CPC) and our conversion rate (CR) and therefore our return on investment (ROI).

MUST-HAVES

- Retargeting audience
- UTM Source code for each ad/format
- Relevant landing page
- Clear call to action
- Google Analytics

- Eye-catching creative
- Engaging caption/headings
- Multiple ads to allow optimisation
- Dedicated landing page

KPIs

- CTR (Swipe up/website clicks)
- Cost Per Acquision
- Return On Investment

- Conversion rate (measured through UTM tracking codes
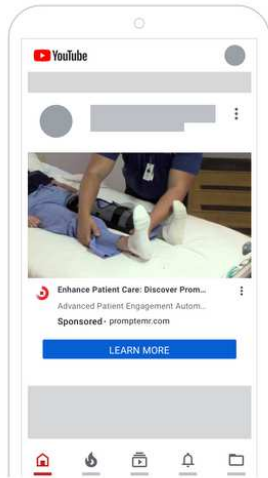
TARGET AUDIENCE

By creating target audiences based on our organic social followers who have actively chosen to engage with the brand we can reach targeted loyal readers who are more likely to want to subscribe.

EMAIL MARKETING

JUSTIFICATION

By using email marketing we are able to reach our most loyal and engaged readers who are more likely to purchase. We have the added benefit of being able to personalise our advertising. This is also an owned channel meaning we have complete control with minimal cost.

MUST-HAVES

- Engaging subject line which meets best practice
- Relevant landing page
- Google Analytics
- Eye-catching creative

- UTM Source code for each ad/format
- Simple design to get message across
- Clear call to action
- Unsubscribe button/other legal requirements

KPIs

- Click Through Rate
- Open Rate
- Subscribe/Unsubscribe

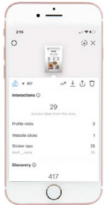- Conversion rate (measured through UTM tracking codes

MEASURING/TRACKING

TACTIC 1	TACTIC 2	TACTIC 3
Google Analytics Facebook/Instagram Insights LinkedIn Ad Manager	Google Analytics LinkedIn Ad Manager	Campaign Monitor Google Analytics
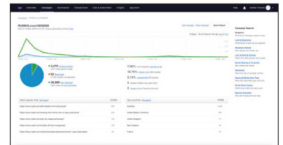
BUDGET

Channel				
Channel	% of Spend	Budget	CPC	Ad Clicks
Google Ads	38%	$4,000	$2.50	1,600
Facebook	10%	$1,000	$0.90	1,111
Twitter	0%	$0	$0.70	0
Instagram	0%	$0	$0.85	0
Display	0%	$0	$0.40	0
YouTube	14%	$1,500	$0.40	3,750
Linkedin	38%	$4,000	$0.40	10,000
Total Budget	**100%**	**$10,500**		**16,461**

Landing Page (Website)			
Landing Page Conversion Rate	Number of Conversions	Avg. Order Value	Revenue
3.00%	48	$300	$14,400.0
4.20%	47	$150	$7,000.0
4%	5	$160	$800.0
3.00%	0	$300	$0.0
5.00%	0	$80	$0.0
1.00%	38	$160	$6,000.0
1.00%	100	$160	$16,000.0
3.03%	**237**	**$187**	**$44,200.0**

Return on Ad Spend (ROAS)	CPA
Delivered ROAS	Delivered CPA
260%	83.33
600%	21.43
#DIV/0!	0.00
#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!
300%	40.00
300%	40.00

WHAT'S NEXT?

WEBSITE OPTIMISATION
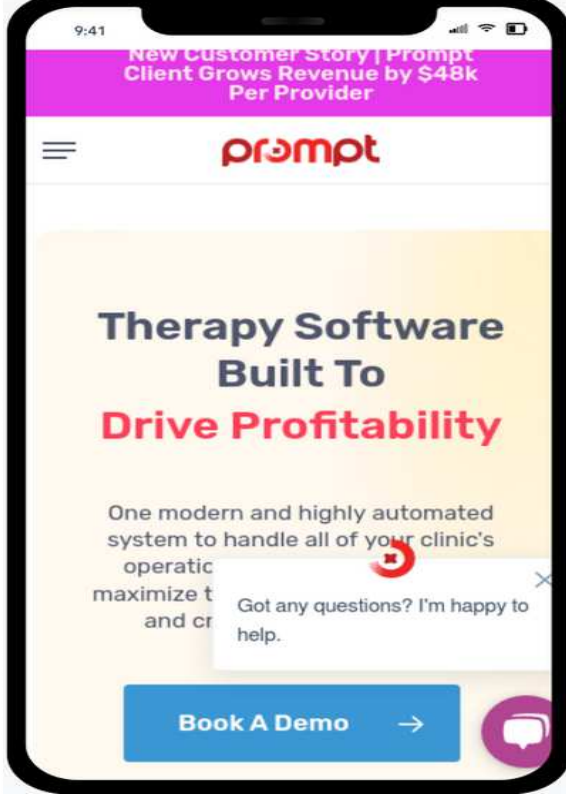
- Website speed
- Search Engine Optimisation (SEO)
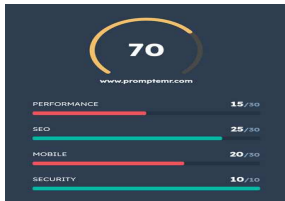
EMAIL MARKETING

- Create segments using tags
- Gather more subscriber details to allow personalisation
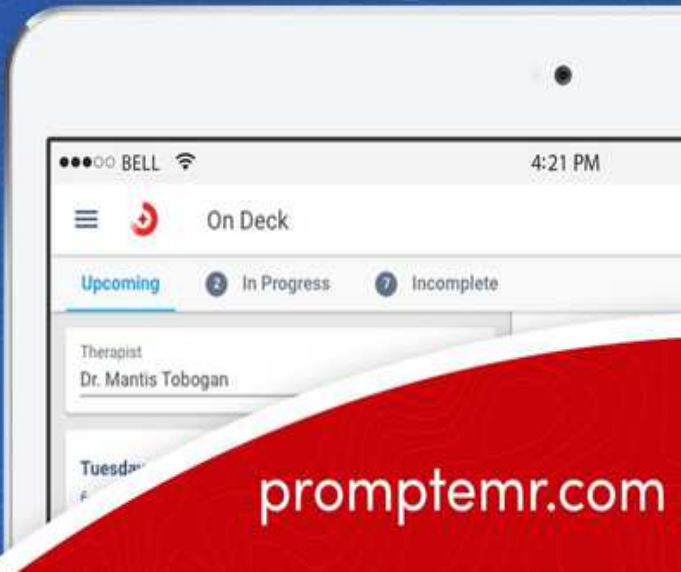- Create automation paths
- Customised EDM's

TRAFFIC/AWARENESS CAMPAIGN

- Grow to new audiences (younger and older)
- Paid social campaigns