

Respond & Recover with Dynamics 365 Healthcare Marketing Reimagined

Be Resilient

- Use secure, state-of-art segmentation capability to target the right healthcare consumers and practitioners with the right message.
- Set up multiple patient profile models to prioritize rescheduling electives by service line.
- Automate marketing processes to create tailored patient and physician journeys to nurture, hand off, and track ROMI of every campaign.
- Seamlessly use segmentation tools to improve Physician Referral Management and effectively message referring physicians and healthcare consumers.

Microsoft Platform Value

Dynamics 365 offers a suite of apps that cost-effectively scale with you in the future.

For example, you can add apps, like **Dynamics Customer Insights** that improve patient acquisition, retention, and target marketing; exponentially increasing your ability to digitally engage healthcare consumers.

Now is the ideal time to update your marketing solution in less than 30 days with a low-risk, low-cost, rapid time-to-value deployment.

During this extraordinary time brought on by the impact of Covid-19, more than ever, it is critical for healthcare systems to engage healthcare consumers, patients and referring physicians with the appropriate messaging.

Alithya is responding to our Hero Provider requests to simplify and improve the process of engaging potential healthcare consumers, existing patients in need of rescheduling electives, and practitioners across the care continuum.

Microsoft Dynamics 365 Marketing, tailored to a Provider's unique service area requirements can help. It's an advanced marketing automation solution designed for healthcare systems that need more than legacy email marketing to turn consumers into patients, while reducing physician referral leakage.

Dynamics 365 Marketing helps organizations raise awareness of Covid-19 policy, attract preferred healthcare consumers to their system for treatment, and maintain effective communications to referring physicians. Internally, Dynamics 365 for Healthcare enables marketing departments to make smarter decisions and grow with an adaptable platform. By identifying web visitors, tracking activities such as email opens, marketing page form submissions, and event registrations, Dynamics 365 Marketing engages the digital healthcare consumer.

With ROMI in as little as 3-5 months, now is the ideal time to invest in your organization by understanding all of your healthcare consumers better. We are here to help you and your executive team by taking the uncertainty out of a new initiative. Our unique Healthcare Respond & Recover program minimizes your risk with a fixed fee, packaged offering developed with the knowledge gained over the course of decades of marketing system deployments. Go live in less than a month with our Microsoft Dynamics 365 Marketing for Healthcare, Respond & Recover deployment package.

Target Business Outcomes

Many of our healthcare clients have these goals. If you can relate to the following, the **Dynamics 365 Marketing Respond & Recover** package was created specifically for your organization:

1. Improve patient & physician relationship health
2. Increase revenue & retention rate from existing healthcare consumers
3. Provide awareness of service line and care resources
4. Measure and optimize ROMI
5. Reduce patient acquisition & retention costs
6. Improve identification of preferred consumers with segmentation
7. Improve productivity and operational efficiency with automation
8. Reduce effort and costs to manage events, and regulatory compliance
9. Increase marketing conversion rate
10. Expand reach with social media communications

Marketing Package Details

Here's what the deployment package entails:

- > Definition & documentation of 5 User Stories, with creation of Marketing Assets
- > Video or virtual training, topics included:
 - > CRM Administrator - Setup & Configuration of D365 Marketing
 - > Introduction to D365 Marketing
 - > Segments & Marketing Lists
 - > Email
 - > Forms & Matching Strategies
 - > Marketing Pages & Subscription Centers
 - > Campaign, Patient & Physician Journeys
 - > Scoring, Patient Profiling & URL Redirects
 - > Social Posting
 - > Event Management
- > Limited time* **fixed price offer of \$35,000 USD**
- > **Deployment time-frame 14-28 days** based on your schedule

*Must purchase before Dec 31st 2020.

Organizations Who Trust Alithya



About Alithya

Alithya is a leading strategy and digital technology company, with over 2,000 highly skilled professionals delivering solutions across Canada, the US and Europe. Alithya's Microsoft practice covers a wide array of capabilities, including Dynamics, Azure, business analytics, digital solutions, advanced analytics, application development and architecture. Focused on business outcomes, our combined companies have delivered Microsoft solutions to over 1,500 clients. Alithya's global offering is to deliver strategy and digital technology services in addition to implementing ERP, CRM and integrated solutions.

alithya.com | mssales@alithya.com | 866 420-7624