



# OMNICHANNEL MARKETING: A STRATEGY FOR THE NEW HEALTHCARE MARKETING CLIMATE

*Omnichannel Brief*

FROM



**TRIPTYCH**

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# INTRODUCTION

Healthcare has been a top topic of discussion for individuals, businesses, and—most obvious—political parties for what seems like eternity, but the COVID-19 pandemic certainly brought it new life. Organizations in the industry faced accelerated changes in digital capabilities, consumer expectations, and regulatory policies as a result of the health crisis. Now, marketers for those organizations are facing the responsibility of pulling together an efficient, effective, and enduring strategy that will accommodate those changes and prepare them future disruption.

The [omnichannel strategy](#) hasn't been unknown to healthcare marketers, but it has likely seemed an impractical strategy. With the inherent complexity of all things healthcare, adding additional (some might say unnecessary) complexity with an integrated, data-driven, and highly variable cross-channel strategy may have appeared ill-advised in the past.

However, the responsibility healthcare marketers are now facing has increased the imperativeness of [omnichannel marketing](#), and improvements in technology have reduced some of the complexity that was once an obstacle that inhibited them from executing such a strategy.

I think it would be fair to say that now is as good a time as ever, if not better, to [begin](#) the process of establishing an omnichannel strategy in a healthcare setting. If the previous reasoning wasn't compelling enough, the remainder of this brief will take a deeper look at what's happening in healthcare marketing and how an omnichannel strategy can help marketers shoulder their newfound responsibility.





# How Omnichannel Marketing Aligns to the Needs of Healthcare Marketing Today

At their core, the healthcare industry and the omnichannel marketing strategy share two very closely aligned objectives: delivering quality care/services/experiences and maintaining patient/consumer focus. Essentially, patients are consumers (and vice versa) because they pay for the care, services, or products they receive. Furthermore, the services or products they receive are pieces that determine the quality of their experience with the organization.

## 74%

**of consumers surveyed by McKinsey & Company reported that a prior good experience was the most important information to know when deciding where to receive care.**

According to research from McKinsey & Company, aside from cost and payment information the most important information to a healthcare consumer when deciding where to receive care is a prior good experience (74%). The omnichannel strategy relies on extensive [consumer data](#) and Artificial Intelligence (AI) tools to deliver valuable [personalization](#) that is proven to deliver great experiences and increase customer satisfaction.

The patient or consumer centricity that both healthcare and omnichannel share makes them both very 'human' in the sense that healthcare is fundamentally concerned with human life, and omnichannel is fundamentally concerned with human behavior. One human aspect that's significant to both, is the trust that consumers of the industry often require to make a decision or purchase.

Healthcare may rank at the top of most trusted industries, but its reputation did take a minor [hit](#) in 2020. If marketers for organizations in the industry want to prevent a minor hit from becoming a knock-out wallop, they'll need the omnichannel strategy to promote their pre-established trustworthy reputation and garner new support to bolster their brand image.

One of the greatest contributors to supporting a trustworthy brand is the customer's experience, which is not only heavily affected by—yep, you guessed it—customer centricity, but also consistency. The omnichannel strategy possesses a strong determination to produce seamless experiences for consumers throughout the entirety of their buying journey and customer cycle.





# HOW OMNICHANNEL MARKETING ALIGNS TO THE NEEDS OF HEALTHCARE MARKETING TODAY:

Seamlessness. Continuity. Consistency. Whichever word you choose, a smooth and uninterrupted experience is a principal focus in an omnichannel strategy. Other strategies may claim to focus on consistency, but few (if any) required the transformative process to provide complete support for it.

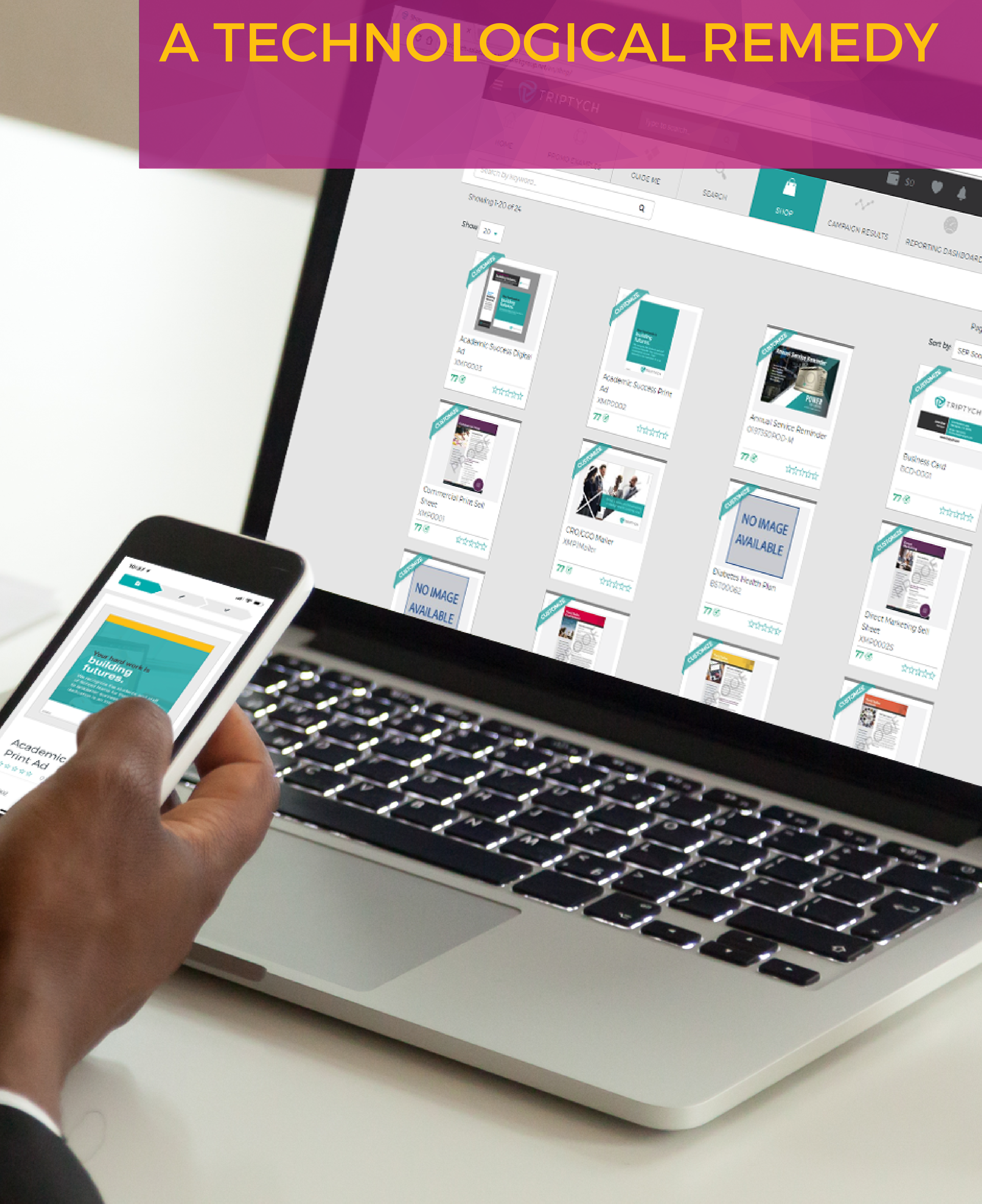


An omnichannel strategy does. It strongly encourages the involvement of other departments, such as sales and customer service, to ensure that every channel that a customer or potential customer interacts with—digital or physical—is fully integrated, supported, and aligned to a single consumer view.

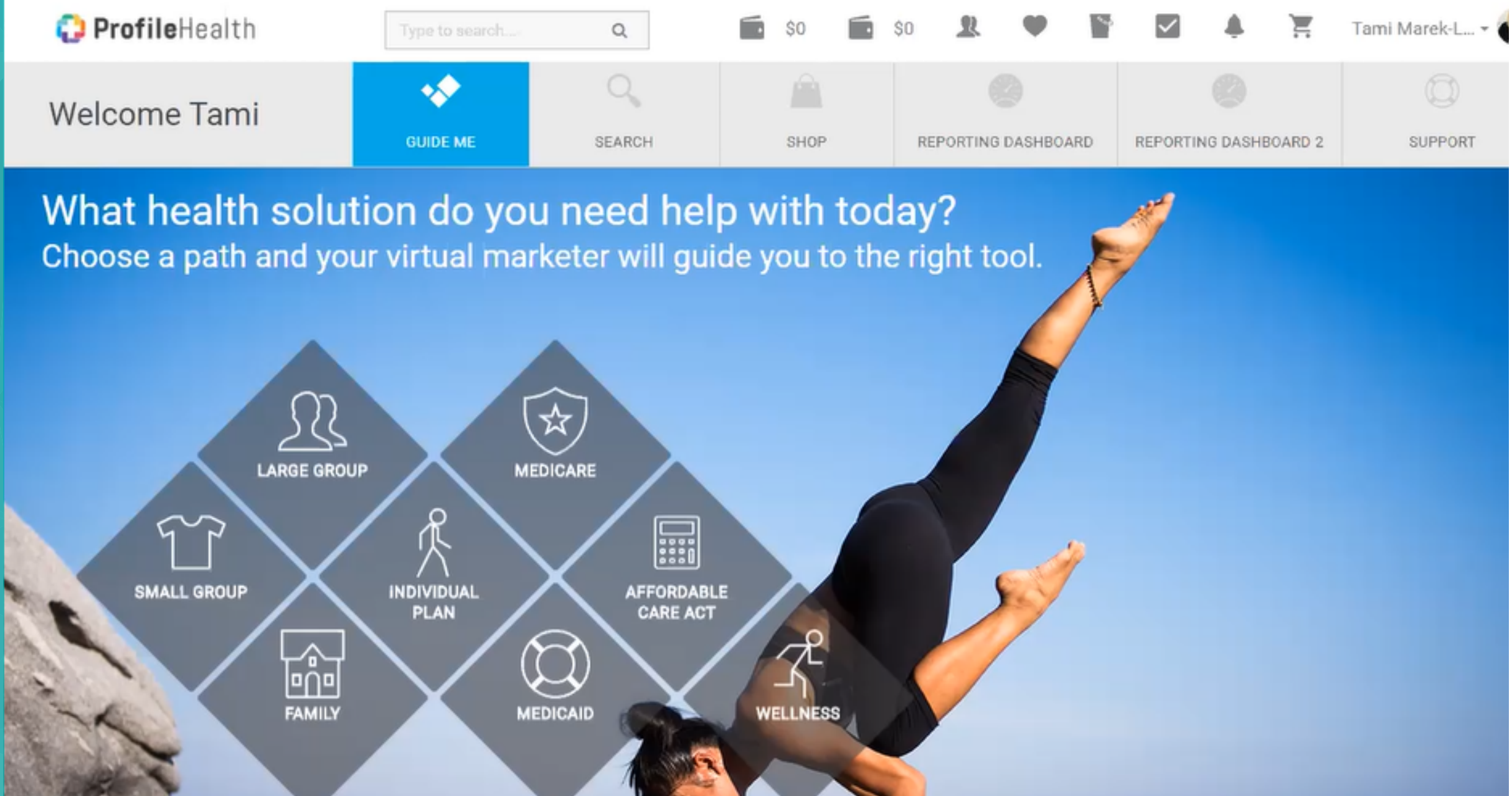
Finally, this also provides a solution to one of healthcare marketer's top three challenges according to [Salesforce](#): "sharing a unified view of customer data across business units." Making cooperation and knowledge sharing [pillars](#) in the foundation of your strategy encourages data and insight sharing with measures that are rooted deeper than the simple introduction of new of ideas or practices.



# TRIPTYCH: A TECHNOLOGICAL REMEDY







The ‘inherent complexity of all things healthcare’ mentioned earlier is largely due to two things—regulations that are even more stringent and multitudinous than those in financial services, and a propensity for B2B2C business models.

Fortunately, Triptych (and some similar platforms) have made significant advancements in order to support features and capabilities that are specifically designed to address those unique challenges and facilitate an omnichannel strategy at scale. Some Triptych features include,



**Automated Compliance** – embedded business logic can dictate and automate both the brand and legal compliance of materials accessed through the Triptych platform. Built-in HITRUST CSF certification enforces relevant HIPAA regulations and ensures the compliance of every template uploaded by marketers and every piece of content customized by your sales reps.



**Omnichannel Support** – Triptych supports a large variety of customizable and static content formats and delivery methods to facilitate personalized conversations with a wide array of target consumers.



**Through-Channel Marketing, Sales Enablement, Asset Management & More** – whether you’ve got a large-distributed salesforce selling B2B products, a network of channel partners selling through to individual consumers, or both, Triptych can supply your team with the tools they need to utilize their knowledge of the consumer to customize the journey without risking costly compliance infractions.



# Conclusion:

Shouldering the responsibility of picking up the pieces that were left in the wake of the COVID-19 pandemic and turning them into a masterful strategy will be no easy task, but it can be made easier with a strategy that's pre-designed to align to company objectives, and flexible subjects. It can be made even easier with a platform like Triptych that can reduce a great deal of the complexity that comes with industry regulations and compliance risks. [Omnichannel](#) is no longer a strategy for everyone but healthcare. It's a strategy that could very well change the game for healthcare.







# TRIPTYCH

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## ABOUT TRIPTYCH:

Fueled by The Marek Group, the Triptych platform was created to empower large, distributed sales forces, including highly regulated industries, with a sales-first focus. The goal isn't just to modernize, it's to transform the way your sales and marketing teams operate.

Our platform supports and optimizes omnichannel strategies for through-channel marketing and field sales support to enable small marketing teams to support distributed sales forces at scale. We know that there's a need for readily available content delivered quickly and seamlessly across channels. Our sales-first focus and omnichannel content delivery help your reps to maintain a customer-first focus and achieve optimum quota attainment with optimum efficiency.

We optimize time and resources to achieve your goals as a department, a division, and a company.

## COMPANY VALUES:

### MAXIMIZE VALUE:

We deliver the right content at the right time and in the right medium to maximize the value of every conversation and drive the sale to close.

### SCALABILITY:

We use technology to do repetitive tasks and heavy lifting, in an elegant platform for the best possible user experience that requires little to no training to use.

### VENDOR AGNOSTIC:

No vendor should force you to use their portal. A vendor-agnostic approach gives your sales team a central hub that's fueled by integrated business intelligence and decision-making insights.