

10 Ways to 'Complete' Your Database Picture

Database Enhancement for Healthcare

The absence or age of data can leave marketers with an insufficient or irrelevant database. Databases are crucial for identifying patients, segmenting and targeting, but they can also be used by other brands in the organization.

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One of the great dilemmas for many marketing databases is, ironically, the absence of data.

All marketers have a great vision of their database – all the questions they can answer, the insights, the analysis, the reporting. But soon they find themselves limited to the few simple “golden questions” needed for opt-in, segmentation and communication: name, address, e-mail, gender, age/DOB, condition(s), and current treatment(s).

So what happens when the data captured is no longer accurate, relevant or deep enough to give the insights needed?

Certainly, marketers know patients and prospects do not start and stay on their first reported treatment therapy. The ultimate goal is conversion and retention, yet a blind eye is turned to the need for an ongoing data capture strategy to help identify where consumers are at today. One solution to this problem is “Database Enhancement,” the process of updating or adding external data to existing data at the individual, household, neighborhood, or zip code level. Here are 10 ways to apply outside data to “complete” the database picture.

1. Fill in the gaps

Not all consumers will give ALL of the information asked for and data enhancement can help fill in these gaps of infor-



mation. “Date of Birth” is one field commonly avoided by consumers, and one of the easiest data points to append to the database. In some cases, consumers may avoid condition or current treatment. Additional data points like e-mail address and phone number can also be found and added to the database, allowing for accurate segmentation, profiling and analysis of the consumers in the database.

2. Don't ask what you can append

One mistake in data collection is assuming one should ask base demographic information for profiling purposes (gender or age, for example). Demographics are one of the easiest

and most abundant data attributes available for enhancement. Why waste precious space with gender and age when it is possible to append this information? Use valuable real estate for attitudinal data points more difficult to find.

Common demographics available for enhancement include: gender, age, date of birth, ethnicity, presence of children, income and many others.

3. Drive a marketing tactic

As marketers look for unique ways to connect with their audience, many utilize marketing tactics and offers to pique a

patient's interest and incent response, such as relevant messaging, special offers and rebates of products. These tactics can be intelligently driven by enhancing the database with data that is relevant to the specific offer.

For example, a company may want to offer a co-pay rebate to Medicare patients. Or, they may want to offer co-pay assistance to low income households. All of these specific attributes can be added to the database to drive a specific marketing tactic improving response and conversion.

4. Update aged data

Condition, severity and current treatment are key drivers for most pharmaceutical and healthcare marketers. However, most of these data levers can change quickly and within months the information is all but irrelevant.

Enhancement provides marketers with the tool they need to update brand usage and find those hidden patients.

5. Identify new patients

For any manufacturer engaging in conversion marketing, identifying current patients is critical. Though conversion studies have likely told you how many of your prospects convert within a given period of time, it is impossible to identify who those individuals or households are. Enhancement provides marketers with the tool they need to update brand usage and find those hidden patients.

6. Identify lapsed patients, win-back opportunities

Though data enhancement can identify new patients, it can also identify patients who no longer use a product, presenting the opportunity to take action to win them back.

7. Update variable data

Marketers may choose to update other data elements such as income, mailing address, e-mail address, presence of children and other attributes that are not stable throughout an individuals' lifetime.

8. Customer profiling and segmentation

While marketers can act quickly and fulfill marketing materials based on their "golden question," this limited data set may not give them the depth of understanding about their prospects that could dramatically change the way they market. Data enhancement of lifestyle or demographic information can fill in the information unseen about a patient or prospect, revealing a complete picture and allowing for better understanding and more relevant segmentation. Most health attitu-

dinal segmentation reveals patient-types who tend to be more compliant than others or who do their own research versus relying solely on their doctor.

The paradigm of targeting by current treatment may be one part of the picture, a picture you are unable to see without deeper data.

9. Boost modeling efforts

For marketers who utilize response, conversion, at-risk or retention models for targeting, data enhancement is key to boosting the accuracy of the models. Since marketers may know that much of the data they have may be aged and irrelevant, supplementing with deeper data across a number of categories will help increase the accuracy and efficiency of your model.

10. Cross-sell, cross-sell, cross-sell!

Most marketers work within the confines of one brand, but database managers have the opportunity to leverage one brand's database for another. ICOM research into concomitant conditions reveals that 85 percent of all households suffer from more than one condition. Therefore, one brands' database could be two to three times more valuable for the organization. Data enhancement can reveal the majority of conditions and treatments for an individual or within a household, giving access to data without the cost of acquisition marketing for other brands within an organization.

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While marketers were once restrained to acting on the limited data they could collect, data enhancement opens the door and gives them the ability to get more out of the database they have spent valuable dollars to build. **DTC**

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