



# TrueTouch<sup>SM</sup>

Communicate with your patient population on a personal level

Experian's TrueTouch is a data-driven content and contact engagement solution that empowers you to pair the perfect messaging styles with the right channels and call to actions to deliver a personalized experience to your best customers. TrueTouch segments were developed with the idea that no patient population is the same - and they need to be engaged with on their terms to successfully market to them. Marketers can create high-performing content and creative, identify the proper marketing channels to optimize engagement and streamline the patient's path to contact your healthcare organization.

The three dimensions of TrueTouch provide actionable insights to put data behind your tactical decisions:

### Touchpoints

Optimizes content and creative decisioning

### Media Channel Preference

Influences your media and media placement decisions

### Conversion Channel Preference

Identifies the most effective path to promote for conversion

## Putting TrueTouch to work

Mapping your patient population file against TrueTouch segments will illustrate which messages resonate best with your patient population via TouchPoints, what channels work best via Media Channel Preference and where you should drive conversions via Conversion Channel Preference.

**For Example:** You enrich your patient population data with TrueTouch attributes and learn their...

### ● Touchpoint: Show me the money

Your patient audience is all about the service and not afraid to take their business elsewhere.

**Insights:** They're lured by familiarity, but motivated by necessity. If you've got a service at a better price and more convenient than the last healthcare organization they visited - they will most likely come to you.

### ● Media Channel Preference: Email

**Insights:** They monitor their email for convenience and improved patient experiences and are receptive to promotions in their inbox.

### ● Conversion Channel Preference: Online discount sites

**Insights:** They're used to research organizations online and are comfortable scheduling and paying bills online.

## The result

Your next campaign leverages email and site retargeting as your primary marketing tactics. The marketing messaging is heavy on improved patient experience and convenience. You make sure your call-to-action directs them to your site since they're comfortable scheduling appointments online. And better yet - you'll be able to tie their registration back to your campaign to learn how TrueTouch impacted your marketing's performance.

### Touchpoints:

#### Work hard, play hard

Tech-savvy patients who are among the first to try new products.

#### Look at me now

All about service and premium brands, their relationships are built on trust and they expect one-on-one attention. A penny saved, a penny earned: Price sensitive audience who comparison shop and are open to different healthcare organizations.

#### Stop and smell the roses

Concerned about the environment and take pleasure in the simple things.

#### Buy American

Traditionalists who salute American values and harken back to simpler times.

#### It's all in the name

Status-focused and image conscious consumers that stay on top of the latest trends.

#### Go with the flow

This audience feels more comfortable in the middle of the pack rather than in the lead.

#### On the road again

Independent, adventurous patients that shop mostly when they need something.

#### No time like the present

Impulsive audience that want instant gratification and feel more is better.

#### Show me the money

A patient population who is all about the deal and not afraid to take their business elsewhere.

### Media Channel Preference:

Ensure you're reaching your patient population through the channel they prefer when researching healthcare options.

- Broadcast/Cable TV
- Direct Mail
- Email
- Internet Radio
- Mobile Display
- Mobile Video
- Online Video
- Online Display
- Online/Streaming TV
- Satellite Radio