



John Roberts

GEOMAPPING

The Fastest Route to the Care You Need

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Overview

Health care systems have undergone significant changes and new facilities and providers are bridging the gap. As a result, hundreds of new urgent care centers and retail clinics are opening every year.

In this white paper, we will go right into the heart of Geo-Based Services — what different solutions are available, why it useful, and how you can include them in your marketing strategy. Let's deep dive into the Geo-Based Services available so you can understand how to leverage locations for you and your client's advantage.

Changes in Healthcare Mean Changes in Communication

It's much more than addressing someone with their name. As our geo-based partner LOCR states, "It's all about reaching the right customer with the right message that's relevant for them and engages them to respond."

"To make an impact, your direct mail campaign needs to grab attention and move your audience to take action. It's the classic marketing model known as AIDA—Attention, Interest, Desire, Action."



A yellow stethoscope is positioned diagonally across the frame. The background is a solid light green. In the bottom right corner, there is a simple orange heart icon. The text is overlaid on the stethoscope's tubing.

ONE OF THE MOST

COMMON REASONS

CONSUMERS SITE FOR

USING AN URGENT CARE

CENTER IS THE PROXIMITY

TO THEIR HOME.

So why not show them in a compelling image how easy it really is to do business with you?

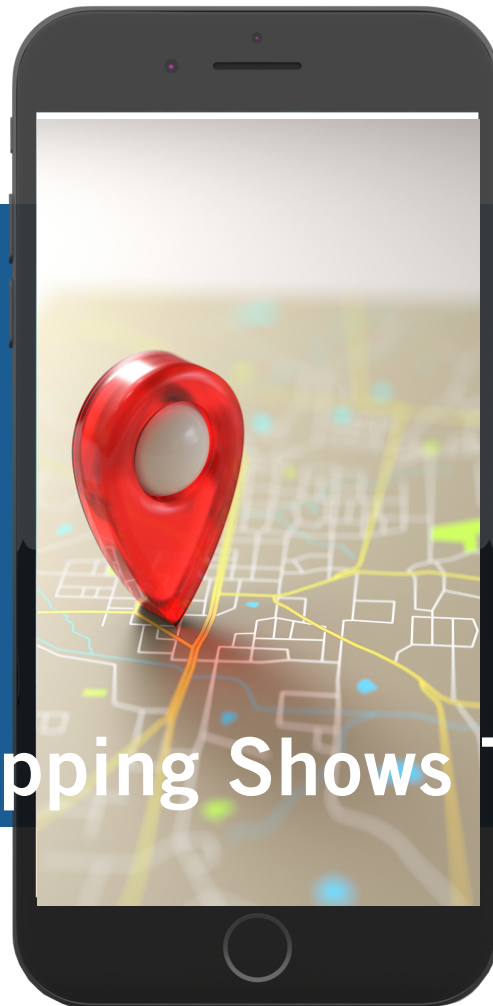
GEODATA - IMPROVE YOUR DIRECT MAIL CAMPAIGN BEFORE YOU EVEN MAIL IT

We know that customers want to read the information that is relevant just to them and not to everyone else. To be more relevant and personal we need data. Location-based data can be used to personalize your communication and reach the right target group that would be interested in your offer.

Based on distances and travel times marketers are able to draw circles around their most likely customers and provide them with location information relevant to them. This is where the actual location-data or geodata comes into play. This allows you to target the most likely customers, and also to eliminate customers that are likely to have no interest in your offer.

Take advantage of the power of personalization, location and visual communication through personalized maps. Show your audience how close they are to your facility or lead them directly to your location. This creates a sense of connection. The reader engages with the location shown on the map in relation to their own position. Personalized maps offer an ideal way to boost the connection to your customers with the help of emotions and relevant information. All of this can be done by using what you already have in your customer database—addresses. For example, the inside of the direct mailer below could say, "Lindsey, you are only 5 minutes away from our clinic."





GeoMapping Shows The Way

Geo-mapping is a marketing method of handling data that creates powerful and actionable insights and incorporates personalized location-based information into your direct mail pieces and email communications through the use of variable data.

Essentially, you can provide a complete map with directions from their home directly to your location, or even highlight other geographic points of interest. Geo-mapping allows you to create customized maps based on your prospects' or members' mailing address and the location of your organization or event. Personalized direct mail pieces and emails with an added bonus of a specifically tailored personal map, can not only help increase your visits and event attendance- - It provides reinforcement to your patients that you are invested in them and their overall care.



GEO-SERVICES TARGETS PROSPECTS YOU WANT TO REACH

Geo-Services Make it Valid

Our geo-services and personalized maps are proven to increase response rates in customer acquisition, retention campaigns, and loyalty programs.

Geo-services lets you refine your list so you are targeting only the prospects that are in the exact geographic area you want to reach. Geo-services can also check to ensure you are mailing to real, valid addresses.

Using Geo-Services allows you to:

- Use the hidden geodata in postal addresses.
- Understand your customer's journey.
- Connect people and places.

HOW TO MAKE IT HAPPEN

For many of us, finding the care that meets our needs at the right time is crucial. With the addition of mobile clinics, that offer an opportunity for providers to serve their community while following social distancing rules and preserving hospital resources, the landscape of care options becomes even more confusing.

To communicate the location and schedule for the various clinics, providers can integrate personalized maps with direct mail and email. By including a variable map you can show patients exactly where their nearest health center is, the best route to take from their own home, and how long it will take to get there. You can also include the new rules associated with each location. After all, knowledge is power, and who doesn't like power?-- I'm sure your patients do!



A graphic representing a personalized direct mail piece. It features a black background with a purple rectangular area on the left containing the text "Sue, your health comes first." in white and yellow, with a small yellow plus icon. Below this is the text "Top-notch patient-focused care". To the right is a portrait of an elderly woman with short grey hair and glasses, wearing a purple top. Below the portrait is a map showing a street grid with a green location pin and a yellow line indicating a route. The map is labeled "Grand Willow Clinic" and "East Willow Clinic". At the bottom, there is a line of text: "Sue, just see how close you are to our new facility with this personalized driving map." The entire graphic is set against a background of overlapping geometric shapes in blue, purple, and green.

CHAPTER

04

WE'VE GOT YOUR BACK CASE STUDY.

The Orthopaedics Center at the University of Chicago Medicine wanted to increase visibility and new patient visits for the orthopaedics practice in its Matteson, Illinois location. Incorporating the Locr GeoService technology, the message: You don't have to drive to Chicago for adult or children's orthopaedics – world-class care is right here, close by, caught the attention of the recipients.



The target audience for this campaign was households in Matteson, Illinois and surrounding towns within a certain distance of the Matteson Clinic, with a preference towards folks who met certain financial and active lifestyle requirements.

Let's take a look at the client feedback. "The results were excellent! "We did an initial mailing in October" said Crystal Senesac, marketing manager for the University of Chicago Medicine. "During the month of December we saw a 43% jump in new patient visits compared with the previous December, which we can attribute directly to this mailer. The clinic also saw increased web activity and call volume during that same period. We were very pleased!" - Locr The success of this campaign is attributable to the highly targeted list and the impact of the personalized maps demonstrating how close the clinic was to the recipient. Once again showing, convenience and proximity of care means everything.

*Case study provided by LOCR

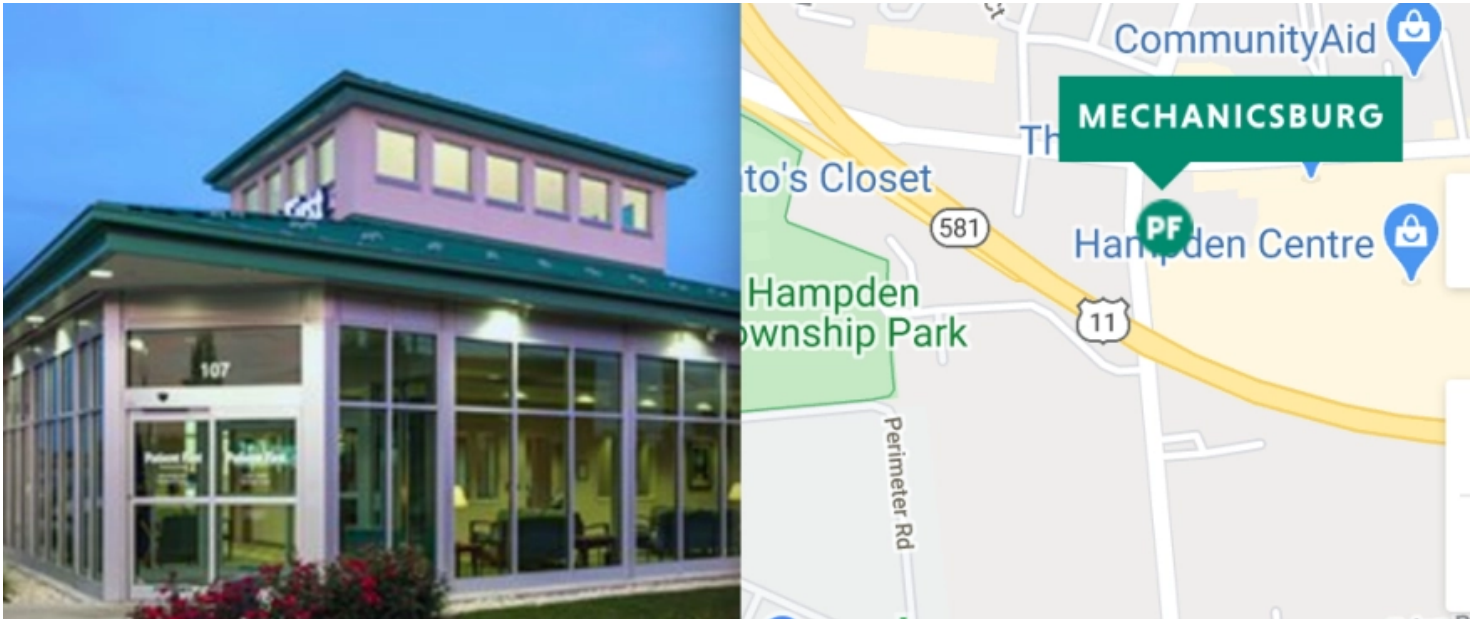


Help Your Patients Find You

The Patient First Mechanicsburg location offered drive-up COVID-19 testing by appointment and replaced a previous testing site at Patient First’s Colonial Park urgent care center. Patient First utilized Geo-Mapping to make it very easy for the recipients to know where to go to get tests or examinations, pick up a prescription, or in an unfortunate scenario, get treated.

Variable Data

The use of variable data printing (VDP) by mapping and incorporating the variable maps in email marketing adds value to the mail and digital campaign by making it personal.





INSPIRATION

Getting your annual mammogram is still important.

Houston Methodist



During the coronavirus pandemic, we are:

-  **Screening all patients** when scheduling appointments and upon arrival.
-  **Wearing masks** and other personal protective equipment while providing patient care.
-  **Implementing additional sanitation processes** to disinfect all equipment and surfaces.
-  **Redesigning waiting rooms and check-in procedures** to ensure social distancing.



Donna,

Your Office Has Moved



Lindsey,
We're
Now
Closer
To You. ➔

NEW Walk-in Urgent Care
now 2 minutes from your home.



GEO-MAPPING OPTIONS

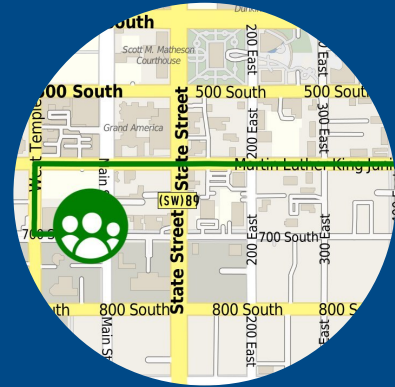
04

LOCAL MAPS



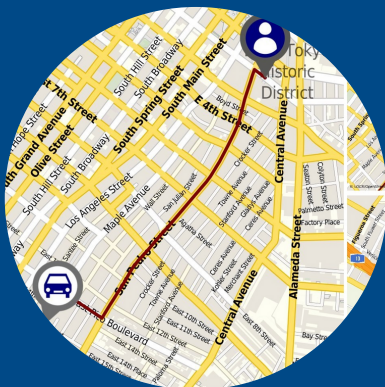
Local maps show one or more locations near a recipient's home or business address.

NAVI MAPS



Navi maps show the route from a recipient's address to one or more locations.

MULTI MAPS



Multi Maps combine a navi map with local maps in one image to show a route and the local area at the destination.

VIDEO MAPS



These maps can be almost any size. We automatically calculate the scale and amount of detail on each one to get the best visual appearance, and we always ensure that street and places names are not clipped at the edges.

GEO-SERVICE OPTIONS

GEOSERVICES



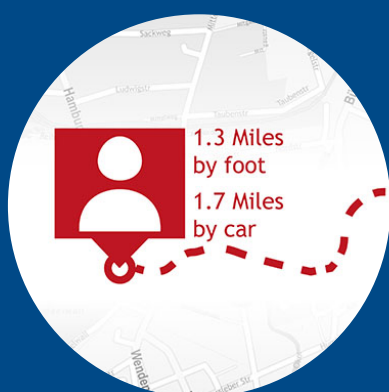
Assign the nearest sales location from a separate list to each record by using real navigation calculation. Define rules like assigning the next three locations within 10 miles around each address or the nearest shops from different categories.

TRAVEL TIME



Give the estimated time to drive or walk from a recipient address to a destination or location in normal conditions.

DISTANCE



Calculate the driving, walking or flight distance from every recipient address to a destination or location.

TURN-BY-TURN



Get turn-by-turn information in text or HTML format and include that in your marketing message.

CONCLUSION

If you are ready to improve your direct mail and digital marketing and are looking for guidance on how to use variable mapping to connect closer to your customer, we are ready to assist.

Connect with the JR team today. We can't wait to show you what the power of direction can do for you and your brand.

C O N N E C T W I T H U S



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