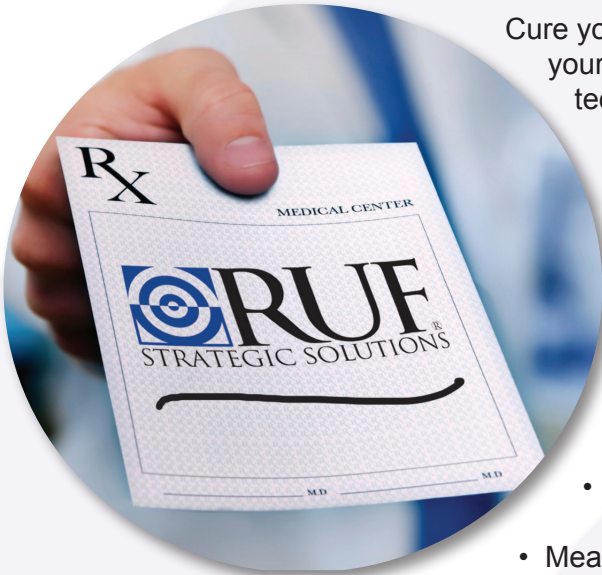




## Inject a Dose of Intelligence Into Your Healthcare Marketing with Healthcare Connex



Cure your chronic marketing challenges for good! **Healthcare Connex** is your Rx for marketing success with the intelligent tools and integrated technology you need to...

- Discover the distinct behaviors and preferences of occasional, elective, perpetual and critical patients
- Reach patients with personal communications that resonate with their lifestyles
- Acquire new patients with superior marketing intelligence, fully compliant with HIPPA privacy regulations
- Grow relationships through one-to-one marketing
- Measure and track your marketing investments to maximize your ROI

### Healthcare Connex Marketing Intelligence

Before medication is prescribed, healthcare professionals must first learn about their patient's symptoms to determine the best course of treatment. The same holds true for healthcare marketing. Just as one treatment doesn't cure all ailments—one generic message doesn't connect with all patients. To truly make a connection, you need messaging that resonates with your patients' lifestyles.

**Healthcare Connex Marketing Intelligence** provide an x-ray of your customer database, giving you deeper insight into your patients' unique make-up, so you can deliver targeted communications based on:

- Demographics, psychographics, lifestyles and attitudes
- Healthcare expenditures, including prescription/OTC preferences, as well as health insurance categories
- Attitudes regarding sports & fitness, food & health, pharmaceuticals and alcohol/tobacco consumption
- The lifestyles of your most profitable patient segments and the market areas containing similar patient segments
- Health Consumer Indexes (HCI), including exercise and diet
- Media and channel preferences

### A note about privacy:

Ruf is dedicated to “best practices” compliance with all HIPPA rules and requirements for the privacy of individually identifiable information. Patient modeling is compiled from aggregate information, not details about specific individuals. Continuous review of current regulations ensures the highest standards of confidentiality and security for your organization.

## Healthcare Connex Target Selects

Eliminate wasted marketing expenses! **Healthcare Connex Target Selects** let you direct your message to your most ideal audience:

- Lifestyle Selects—Healthcare consumers grouped into hundreds of lifestyle categories, based on specific attributes. Select individual lifestyles, or combine lifestyles for ultra-precise targeting.
- Cloned Selects—Highly targeted lists of patients who share the same characteristics as your most profitable patients.
- Data Enhancements—Append demographics, psychographics or preferences to your records to segment patients according to age, income, medical services and attitudes—or any other attribute pertinent to your message.

## Healthcare Connex Dashboard

Measure, monitor and maximize marketing ROI with our unique CRM system that combines integrated marketing campaign management with in-depth consumer intelligence. **Healthcare Connex Dashboard's** wide array of tools allow you to leverage your marketing data to your greatest advantage, empowering you to:

- Monitor, measure and optimize the performance of your marketing machine
- Discover the most responsive media channels and build stronger relationships through coordinated communications
- Gain insight into the behaviors and lifestyles of your patients
- Identify the media/channels that generate the best results
- Evaluate historical data to spot trends and guide forecasting
- Quickly adapt to marketplace changes with the timely delivery of strategic information



## Healthcare Connex - the cure for what ails your marketing!

