The value of patient segmentation & targeted marketing
Here’s what we know

- AVG database size: 3000 names
- AVG cost of new patient: $900
- AVG response on purchased list: 0.025%
Response rate of segmented campaign

15% - 20%
The take away?

Targeted Patient Marketing
Why do we segment & target?

• Nurture relationships
• Retain current patients & compete in changing market
• Provide the very best, personalized service
Who do we segment & target?

- Those eligible for upgrades
- Those whose warranty is ready to expire
- Those who would benefit from new technology
- Your very best customers
- Custom groups of people unique to your area
When and How do we segment & target?

**WHEN**
- Seasonality - holidays
- Key dates - warranty expiration
- Around events
- Consistency is king - 4x year

**HOW**
- Turn key programs (loyalty & newsletters)
- Open houses
- Automation
- Collect the right data - Sycle
What other marketing initiatives and/or channels are worth exploring?

Follow Dr. Gyl at DrGyl.com
Let’s have a look

While logged into Sycle, click on the Reports tab at the top.
Let’s have a look

Then select “Marketing” from the Marketing Reports menu.
Let’s have a look

Now you may select different criteria for your patient search. In this example we will select “Hearing Loss”.
Let’s have a look

You can then narrow your search by specifying the level, type and shape of loss you want to search for. Then click view report and you will be presented with all the patients who have that particular level, type and shape of loss.
For more marketing tips be sure to visit the Sycle Blog & Resource Center

Interested in getting started with Sycle?
Contact sales@sycle.net
888.881.7925