



Relationship One Helps Laser Spine Institute Take Patient Engagement to a New Level with Oracle Eloqua



With a legacy marketing automation platform, Laser Spine Institute's database marketing team had been using email as its primary communications mechanism. However, the team wanted to expand beyond email and automate other communications methods to correspond more holistically with patients. The legacy system couldn't provide the additional capabilities that the marketing team wanted. It also didn't offer the data segmentation that Laser Spine Institute needed to communicate the most relevant information at the appropriate time to meet each patient's unique needs.

After looking for a more robust, cross-channel marketing automation solution, Laser Spine Institute discovered that Oracle Eloqua, part of Oracle Marketing Cloud, offered the functionality and data granularity that it needed. With the expert guidance of Relationship One, a gold-certified Oracle partner and veteran Oracle Eloqua consultancy, Laser Spine Institute has been able to achieve a new level of personalized communications with patients.

HEADQUARTERS:

Tampa, Florida

LOCATIONS:

7

OVERVIEW:

Laser Spine Institute is the leader in minimally invasive spine surgery and offers an alternative to traditional open back and neck surgery. Because every patient requires specialized treatment, Laser Spine Institute strives to personalize interactions with each patient to address their unique needs.

“The Journey” of Patient Communications

By the time a prospective patient contacts Laser Spine Institute about spinal surgery, he or she has usually been dealing with chronic pain for nine years. In fact, many patients have exhausted all traditional options to alleviate their pain. The prospective patient’s local doctor may make a referral to Laser Spine Institute, or the patient may personally respond to a TV advertisement or make a website inquiry.

Regardless of the referral source, the personalized communications journey begins by educating the person on Laser Spine Institute’s minimally invasive surgery options and then outlining the key milestones to address their neck or back pain, including:

- Steps to determine if the patient is a good candidate for surgery
- The scheduling and in-take process
- Preparation for surgery
- Follow-up care

According to Taylor Duba, Laser Spine Institute’s Database Marketing Specialist, “We have a very long nurture process before someone decides to have back surgery. Every patient has a different level of education about back surgery and their own health. It’s very important for us to segment our communications to patients so we can provide the appropriate information for each individual at the right time.”

During the education and decision process, patients must go through a thorough process to ensure that the Laser Spine Institute surgical staff can provide top-notch care. In addition, patients also have to submit a spinal MRI. There are several communications paths depending on what information Laser Spine Institute needs from the patient. Once identified as a potential candidate, Laser Spine Institute sends several emails to schedule the procedure and make sure the patient is properly prepped for surgery.

Since Laser Spine Institute has seven locations around the country, many prospective patients travel great distances to visit a Laser Spine Institute facility for either a pre-operative consultation or for surgery itself. According to Duba, “Some people are close by a facility and can visit our office many times. Other people have to fly to one of our surgical centers, so we need to consolidate trips.” The Laser Spine Institute database marketing team takes great care to ensure that the patient is fully educated on the surgery process with the chain of communications to maximize the value of every visit to a facility.

While some people choose to have surgery rather quickly, others may need more education before making such a weighty decision. Angela



SUCCESS HIGHLIGHTS

- Highly personalized communications to patients
- Extremely granular data segmentation to send relevant, actionable messages
- Automated seminar invitation process saved nearly an entire day of productivity each week
- Dynamic “reply-to” email routing improved productivity 80%

“With Oracle Eloqua, we can track how and when a prospective patient has taken action to contact Laser Spine Institute. This enables us to communicate with the patient in an appropriate and personalized way.”

Angela Bruns
Database Marketing Manager
Laser Spine Institute

Bruns, Laser Spine Institute's Database Marketing Manager, says, "If someone is still in the decision phase, our goal is to educate prospective patients about the services and benefits of Laser Spine Institute."

The Path to Oracle Eloqua and Relationship One

When Laser Spine Institute's database marketing team zeroed in on Oracle Eloqua, solution engineers from both organizations met for several in-depth technical discussions. The Laser Spine Institute team was impressed with Oracle Eloqua's flexible platform and robust cross-channel functionality. When the Oracle Eloqua team introduced Relationship One to provide guidance about Laser Spine Institute's complex data architecture requirements, the database marketing team was also impressed with the technical acumen of the Relationship One team. "We needed to customize some processes and terminology. We aren't like a typical retail customer," said Bruns. "Also, we have a very customized CRM system. Relationship One and Oracle Eloqua helped us understand how the system could work with our CRM application."

Relationship One worked alongside Oracle Eloqua every step of the way to make sure the Laser Spine Institute team understood that Oracle Eloqua could provide the integration capabilities it needed.

The Relationship One team also provided a detailed implementation plan to help Laser Spine Institute migrate from the legacy application to the new platform, including customizations and integrations with the CRM system. Based on the strong partnership between Relationship One and Oracle Eloqua and with a high degree of confidence that Oracle Eloqua was the best solution to meet its needs, Laser Spine Institute signed an engagement deal in August 2015. It also chose Relationship One as its implementation and professional services partner.

Shortly after contracts were signed, the Laser Spine Institute team started working with JoAnn Roust, a Relationship One Oracle Marketing Cloud Consultant. With guidance from Roust, the Laser Spine Institute database marketing team experienced a very smooth transition. Duba said, "We worked closely with Relationship One to map out our new marketing automation processes. We didn't want to do the same thing that we were doing before. We wanted new, better processes with Oracle Eloqua." Admittedly though, Laser Spine Institute and Relationship One had to work through some difficult challenges with a very specific piece of Life Sciences security functionality to ensure that patient communications complied with HIPAA regulations.

Since the initial implementation, Laser Spine Institute's database marketing team has hit the ground running to maximize the value of the Oracle Eloqua platform as quickly as possible. Taking a very hands-on approach, Bruns says, "Our team is very analytical and innovative. We think outside of the box. We want to understand how the platform works so we can do things ourselves and fully utilize Oracle Eloqua to enhance our communications

"In a very short timeframe, the Laser Spine Institute team has achieved tremendous success with the Oracle Eloqua platform. They are using the system in very innovative, sophisticated ways to personalize communications for patients, reach prospective patients, and track the success of their messaging. They use lots of layers and data points, and now they have the right tools to put the data together so it's actionable for each patient."

JoAnn Roust

Oracle Marketing Cloud
Senior Marketing Cloud Consultant
Relationship One

and personalize patient experiences.” To facilitate Laser Spine Institute’s super-user understanding of the application, Roust meets with the Laser Spine Institute team on a weekly basis to develop new data and communications scenarios. According to Duba, “JoAnn and the Relationship One team understand our business and give us ideas for communications campaigns that are most relevant for our patients. When we approach JoAnn with our own ideas and need advice about how to construct a campaign, she always gives us great advice.”

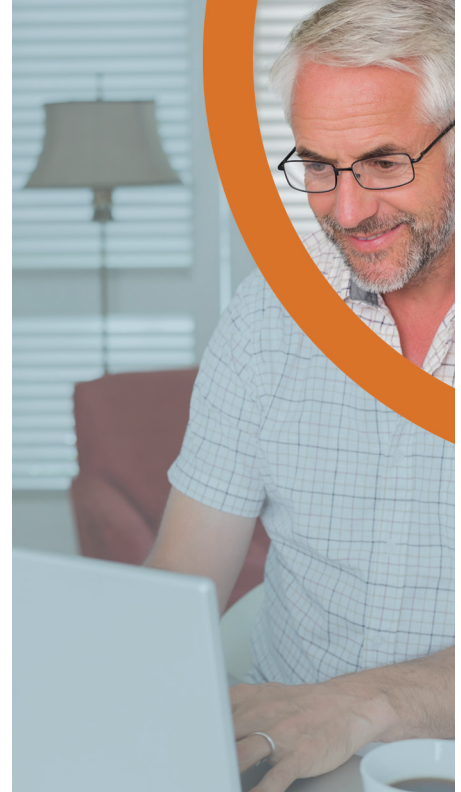
The Impact

With its previous marketing automation platform, Laser Spine Institute was restricted to one flat file per patient and a few dynamic fields in each communication campaign. The team had to decide which data points were the most important to include in the message. According to Duba, “Now, Oracle Eloqua allows us to improve communications with patients so they better understand our process and what’s next in their journey with Laser Spine Institute. We can create much more targeted segments to personalize our communications. Our challenge now is to manage the data to make it actionable for our patients.”

The Laser Spine Institute team hasn’t increased the amount of messages to patients. Instead, the range of communications and the relevance of each message has improved depending on proximity to a facility, level of education, and step in the surgery-decision process. In addition, the Laser Spine Institute database marketing team has automated key processes and dramatically increased its productivity.

Fully Automated Seminar Email Invitation Process

Each Laser Spine Institute facility hosts several in-person educational seminars each month, and the dates vary from month to month. Before the Oracle Eloqua platform was in place, the Laser Spine Institute database marketing team would spend seven hours per week editing templates and importing data to set up seminar email campaigns. Laser Spine Institute and Relationship One worked together to devise an innovative approach that automated the process using custom integrations and three different data tables. The new automated process requires very little human interaction and has given the team almost a full day of productivity per week.



“Our goal is to provide very timely and extremely relevant communications to our patients. It’s crucial for us to interact appropriately with each patient, to personalize their experience, and to help ensure that their spine surgery is a success.”

Taylor Duba

Database Marketing Specialist
Laser Spine Institute

Localized Emails to Visit a Surgical Center

With Oracle Eloqua, Laser Spine Institute can send very specific emails to people who live within a certain distance of a facility to encourage an in-person appointment. The new platform allows Laser Spine Institute to segment zip codes near a given facility. Previously, the team would have to manually determine the zip codes and import lists. While the manual process was time-consuming, it could also introduce bad data, which is no longer an issue with Oracle Eloqua. As Laser Spine Institute opens new surgical centers, this capability will help the company ramp-up marketing efforts in new markets.

Dynamic “Reply-to” Email Address

Often patients will reply to an automated email campaign with valid questions that need to be answered. Laser Spine Institute’s database marketing team was fielding these questions and manually routing them to the appropriate contact for follow up – a process that took about 30 minutes per day or 2.5 hours per week. Since Oracle Eloqua can dynamically pull in data, the system automatically re-routes email questions to the appropriate contact. Now, the team spends about 30 minutes per week on this process, and patients receive much quicker answers to their questions.

Streamlined Direct Mail Campaigns

Prior to Oracle Eloqua, direct mail campaigns were a multi-step process that required Laser Spine Institute to gather and filter lists outside of their marketing automation system and send them to a third-party direct mail vendor. Using an FTP process, the Laser Spine Institute team has been able to automate the mailing list process.

Reaching All Prospective Patients

The new system flags patient records that do not have an email address, so the Laser Spine Institute team now knows exactly which prospective patients can’t be reached by email. In lieu of email, the company can use mail correspondence to reach people they couldn’t communicate with before to ensure they have relevant information and all of their questions have been answered.

“We have developed a very strong partnership with Relationship One that is based on trust, dedication, and support. We continue to leverage their team for expert guidance to help us provide educational information to current and prospective patients.”

Taylor Duba

Database Marketing Specialist
Laser Spine Institute

What's Next

The Laser Spine Institute team isn't one to rest on its laurels. It has ambitious plans to use Oracle Eloqua to fine-tune its patient communications even more. According to Bruns, "We want to get as granular as possible to personalize communications as much as we can. We also want to re-engage with people who contacted us years ago. There's a high probability that someone is still dealing with severe back pain and Laser Spine Institute could help them."

The database marketing team also wants to benchmark the work it's been doing with Oracle Eloqua to understand the overall positive or negative impact. In all likelihood, the team will measure enormous success.



At **Relationship One**, we empower organizations to modernize their strategy, technology and data. With a core staff of experienced marketing consultants, integration specialists, data analysts, and development gurus. We have a well-respected track record for delivering solutions that meet our customers' unique business needs. Our mission is simple—inspire success. Learn more at www.relationshipone.com.