



ADVERTISING CASE STUDY



brainfood

Converging business strategy, creative thinking, and new technology

PREDICTIVE BUSINESS INTELLIGENCE

**BRANDING AND POSITIONING WITH MARKETING
BUSINESS INTELLIGENCE**



fabcom
integrated strategic marketing

PREDICTING THE MARKET'S VECTOR WITH UNSTRUCTURED DATA

Overview

Outsourcing technology companies operating in the healthcare space must now deploy completely new communications tools, channels, marketing methods, and strategic processes to attain desired market share in the growing healthcare segment. Competition is fierce within enterprise outsourcing arenas of managed healthcare technology integrations, process, and system optimizations.

The Market Environment and Key Research

The global healthcare IT outsourcing market is projected to generate \$61.41 billion by 2019. With a CAGR of 9.17% and the backing of government monetary and policy support, healthcare providers worldwide are attaching increased importance to cost and operational efficiency. This new focus is leading to accelerated growth in the industry providing solutions for the rise in IT outsource demand.



Notwithstanding the expected short term surge in spending on consulting and integration services, there is an expected increase in spending on outsourced and managed services during the forecasting period.

Technavio: Global Healthcare IT OUTSOURCING MARKET 2015-19



Among the efforts to increase provider efficacy, achieving improved inpatient health outcomes has become increasingly complex in an industry defined by government program expansions, aging member populations, and rising healthcare costs.

These great challenges are most practically addressed within the enterprise by an outside strategic marketing and advertising agency through cross discipline synthesis, quantitative analysis, and creative interpretation extracted from carefully measured healthcare technology adoption and market trends in consideration of the current operating environments.

A top strategic marketing firm collects business intelligence from 360 degrees of data points derived from an array of sources. This type of "big data" focus helps brand architects to create hyper-relevant brand communications when mapped to the demographic, psychographic, and behaviors of the best target audiences. Hyper relevance, once intersected, then provides the resonance required to connect through the clutter and communicate a healthcare enterprise's key value propositions while simultaneously differentiating the brand position within the marketplace.

When marketing and advertising is brought in sync with the current market and environmental conditions based on real time business marketing intelligence, the brand is then empowered to approach the markets with a distinct methodology that creates a deeper understanding of the right next best thing to do and communicate for a brand's stakeholders.

With a right-sized brand and market position, a company can create the greatest adoption, brand trial, and maximum acquisition and influence. To achieve these goals, real time marketing business intelligence coupled with the right-sized synthesis will result in maximum marketing and advertising ROI and reduced risk. As the power of real business and competitive business intelligence multiplies within an integrated strategy, the effectiveness of the sales and marketing campaigns across multiple tactics and initiatives increases exponentially.

Situation

The client hired our marketing and advertising agency to develop an integrated marketing strategy to help define their new brand, name the company, help message and position their capabilities, and help define emerging segmentations and corresponding marketing and advertising approaches.

Goals/Objectives

The objective for this company was to capitalize on the new market momentums and sustainable nomenclature trends rather than more latent industry nomenclatures such as "IT" or commoditized "managed services" references and derivatives.

The comprehensive marketing, identity and brand positioning strategy commissioned by the client needed to provide business marketing intelligence insights that would cast the company formation, brand essence as well as the sales and messaging strategy in the right direction with the market trends. The strategic intent was to position the company to be blown forward by the winds of change versus running against the current of newly developing niche competitors and the attentions of industry titans as the market developed a different reference nomenclature. The use of marketing business intelligence to inform marketing and positioning strategy was a critical first step in branding and positioning within this emerging technology space:

- Develop a scalable, comprehensive marketing and integrated branding and advertising strategic plan.
- Define and design an immutable market position for an emerging or "spinoff" HIT (Health Information Technology) brand.
- Create resonating key value propositions for the multifaceted stakeholder and influencer groups as embedded facets of the new brand.
- Name and position a right-sized entity for efficient acquisition of available market shares.

Strategic Considerations

Right-Sized Positioning and Marketing Business Intelligence within Evolving Markets

- How does an integrated strategic marketing strategy help build a brand in order to capture the myriad of healthcare stakeholders interests?
- Can this challenge be addressed with integrated and analytic solutions that help teams assess, predict, and manage risk, while personalizing and enhancing care or delivery of services to the marketplace?

Top integrated marketing and advertising agencies start with the end in mind. They then craft a brand whose purpose is saliently positioned to mirror the essence of stakeholders' most valued perceptions during their cycles of interest and buying consideration, thus resonating and removing inertia through each advertising touch, marketing engagement, and sales exposure.

In launching an enterprise level healthcare brand looking to lead its sector within the progressive health technology revolution, top marketing firms would need to assess the global healthcare IT market's signals from every possible angle. Then, business intelligence experts would have to synthesize the local, core environmental characteristics balanced by the true brand SWOTs into a positioning that stands as a "best alternative."

Why Business Intelligence and why now?

Our world of big data requires business intelligence analytics and teams that know how to right size it all to a specific brand, time, and place. Top integrated marketing agencies with embedded marketing business intelligence are now realizing the critical importance of breaking apart big data into bite-sized, highly relevant morsels of wisdom that, when properly leveraged, can catapult a company past its competition.

It's more important now, than ever, to predict shifts and trends before they leave sales quotas unfulfilled. With the right integrated marketing and BI teams, it's even possible to predict the shift in prominence for HIT "managed services" towards the new semantics and business methods captured in the emerging terminology "healthcare BPO"—before the big guys.

Business Intelligence for Integrated Marketing

New Brand

As an integrated marketing strategy team, FabCom stewarded the development of a new brand for introduction into the healthcare technology market, which was spun from a \$400 million Sales and Engineering division.

The heat was on! There was no waiting for the perfect set of quantitative data sets to form within the industry in order to support a non stop river of "gut" feelings. A balance had to be struck when crafting a new position that captured malleable immunity from competitive and restraining forces while also delivering market relevance that added definable value.

The key: a great brand position creating its own sales momentum that must be crafted to appeal and reach the multiple layers of healthcare decision makers, thus ensuring the client soars.



*Skate to where the puck is going
to be, not where it has been.*

Wayne Gretzky



In some technology centric industries, trends change so fast that by the time a brand can get to the right position, the game has moved on!

We find that progressive companies in today's fluid markets of convergence are sick and tired of skating to where the puck was. Forward thinking company leaders want to work with a strategically-driven enterprise business intelligence team that can help to capture and surf the cusp of adoption curves and the tech hype cycles.

Imagine reams and terabytes of research, vetted assumptions, and expert opinions distilled from your integrated marketing team weighing upon the one key decision in real time that includes answers to these questions:

"Where do we start with positioning our brand for success?" Where will the puck be for the brand and the customers in the next 12 months, 36 months and five to seven years from now? What will be wanted, needed and sought in preference to the way things are perceived right now?

Like hockey, in the full contact sport of strategic marketing we must efficiently move past market players, circumventing their conventional positions by digging deeply into the mesoeconomic and unstructured zettabytes of corollaries that only an integrated agency team of cross-disciplined ninjas can crunch through.

New Positioning

Create a position for the company to authentically compete within an entrenched, but emerging market where "best and first" Fortune 500 health technology giants wield clout and budgets exponentially larger than the new brand's resources.

New Name

Changing the very name of the client's prized company that had been dominating its existing space presented a daunting task. The corporate name change had to ensure the new spin off or new smaller brand could meet and beat smaller and larger competitors to the punch. It was critical that the new naming could ride the wave of convergence within an industry dominated by giant firms sending the change, buy, and best practice signals to the markets.

Marketing Methodology

Research and Marketing Intelligence Methodology

How did this small brand scoop the big guys? FabCom conducted a full spectrum analysis within a comprehensive marketing and advertising go-to-market strategy that included the following methods:



Primary Research

- Competitive vendor and supplier briefings
- Interviews with industry experts and centers of influence
- Internal quantitative surveys of company stakeholders



Secondary Research

- Sophisticated proprietary tools and database mining
- Company data deep dives
- Online meta analysis
- Industry journals and publications



Qualitative Analysis

- Drivers, challenges, and trends
- Vendor analysis
- Mystery-shop competitors



Quantitative Analysis

- Market shares and segment analysis
- Statistical models
- Brand attribute mapping



Economic Indicators

The business intelligence teams at FabCom conduct and analyze detailed marketing and operations studies of global economic conditions and other influential local, national, and international indicators to assess their impact on the launch and lifecycle of the newly crafted brand. Beyond macro and micro economic indicators, unstructured mesoeconomic research was key in mapping future market scenarios and assessing the current conditions of the market to make the most informed predictions.

Marketing Results

Integrated marketing strategy with embedded business marketing intelligence

Over the 90 days of initial research, analysis, and synthesis of the commissioned integrated marketing strategy, FabCom crafted a position for a newly formed health technology BPO brand, which allowed it to meet, evolve, pivot and scale to each of its key target's desires. The new brand was formed to compete within the healthcare managed services and healthcare ITO (information technology infrastructure)—under a new and best alternative healthcare BPO position.

Brand Facets

Rationale: The positioning is focused on exactly what is expressed by the executive team as the greatest value delivered; component or end-to-end solutions.

- Plus, the scalability to address only a single facet.
- Brand facets reflect:
 - End-to-End Services
 - Analysis/Analytics
 - Insights/Consulting
 - X 1,136 Brand Attribute Mappings



Stakeholders reference the same healthcare IT services differently.

HIS Support

Integrative health systems management for administrative and medical functions

Medical Device Information Systems

Cross-device information platform management and service systems process efficiencies

Clinical Information System

Comprehensive systems management for process streamlining and efficiencies

Health Organization Management

Integrated systems management for admins and medical technicians



Key Stakeholders looking for: A or B or C or A+B, B+C, A+C or ABC

The perfect facets are positioned to fit their specific need/intent while directly relating to their point of reference to our same core service:

A: Healthcare BPS

B: Clinical Application Outsourcing

C: Infrastructure Outsourcing | Managed Services

D: Clinical BPO | Professional Services

E: Non-Clinical Application Outsourcing

F,G,H...and so on.



Marketing business intelligence can now provide foresights and predictive accuracies on future trends not previously possible for small to mid-sized industry. In this particular case, the business intelligences gleaned were focused on the renaming and repositioning a smaller market cap brand into a new emerging \$61 billion space. This was accomplished by leveraging the market's projected direction and upcoming shifting focus by synthesizing the quantitative and qualitative trending data towards an evolving BPO ontology. With all truly forward-looking strategic recommendations, the masses and even most leaders can not yet see the clear path. The best forward looking path becomes obvious to all by looking at the growth leaders, 24-48 months later. If most could actually see the best path for a company to take ahead of the crowd, then that path would no longer be an endeavor that propagated a windfall of growth and profitability propelled by the market's trends and progressions. The sails of all boats would already be up and blocking the clear sight, the clear path and the precious early market winds that catapult a vessel or brand to the front of the pack with such momentum they then become very difficult to catch.

Results

The choice to lead with a BPO nomenclature was validated within 40 days of the agency presenting the branding and messaging strategy to the client. A series of primary and secondary research methods including qualitative and quantitative approaches also revealed a gap within the market that was confirmed by top competitor, Xerox, in the healthcare IT space. This Fortune 100 company split into two separate entities, the darling of which was announced to be named as a "BPO" entity intent on capturing and extending their fair share of the emerging multi-billion dollar HIT market.

At the time of the spinoff and new company brand development, the healthcare technology outsourcing market had a plethora of optional nomenclature directions the emerging industry might take shape, such as: HIT (Healthcare Information Technology), ITO (Information Technology Outsourcing), BPO (Business Process Outsourcing), HIM (Healthcare Information Management), IT (Information Technology), ITS (Information Technology Systems), HIS (Health Information Systems) and KPO (Knowledge Process Outsourcing), to name just a few.

The SEO and SEM and organic rankings benefits for this new brand alone justified the hundreds of hours of business intelligence, research and analysis provided through the integrated strategic marketing strategy process.

BPO Facets

Key Stakeholders looking for: A or B or C or A+B, B+C, A+C or ABC

The perfect facets fit the targets specific need/intent while directly relating to their point of reference to the same core service:

A: Healthcare IT

B: Application Outsourcing

C: Infrastructure Outsourcing

D: Clinical ITO

E: Non-Clinical ITO

F,G,H...and so on

Brand Acronyms by Semantic Intent Index

Latent Synonymic Sets in Related Search Volumes for Key Services



BPO/S [Healthcare]

Annual Semantic
Volume Index

.80/100



HIT/HT

Annual Semantic
Volume Index

.06/100

Demographics Psycho
and Behavioral Cohorts



HIM

Annual Semantic
Volume Index

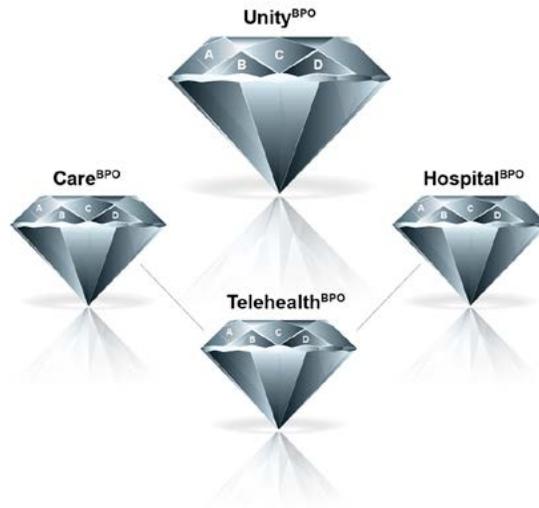
.02/100



KPO [Healthcare]

Annual Semantic
Volume Index

.001/100

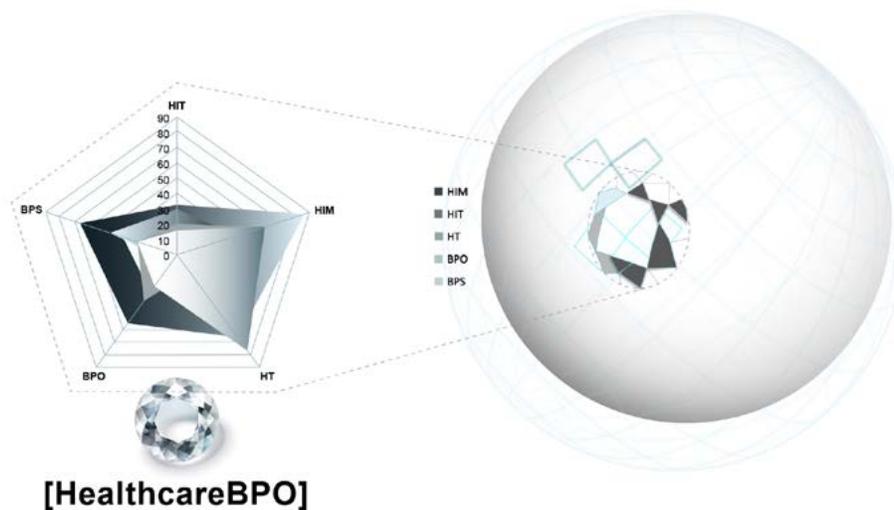


Brand Facets

Alignment Across Entities

C: Clinical ITO | A: Application Outsourcing / HIS | E: EHR Support Services. These types of real-time and right-sized business insights could only have been generated by an integrated marketing and advertising agency that doesn't stop with conventional business intelligence data models. Instead, a top marketing agency in today's fast moving and emerging markets must replace such outdated models with data points of quantitative and qualitative relevance. This effort must be accomplished in a customer centric focus by breaking down the market segments in the correlation of those business insights to the company SWOTs to empower the business and marketing leaders to seize the most profitable growth path available.

Quantitative Facets by Semantic Intent Index



Healthcare BPO Markets

Share of macromarket actual search intent driven by primary stakeholders seeking existing core services



*RSC2 | Meta-indices research estimates

Brand Facets

Stakeholders reference the same healthcare IT services differently.

Google  EHR Patient Portal Integration

HIS Support Integrative health systems management for administrative and medical functions

Google  Remote BMDI Support

Comprehensive systems management for process streamlining and efficiencies

Google  Patient Monitoring HL7 Software

Medical Device Information Systems
Cross-device information platform management and service systems process efficiencies

Google  Telehealth Implementation

Health Organization Management
Integrated systems management for admins and medical technicians

FabCom is the first marketing agency in the Southwest to offer this exceptional level of in-depth marketing intelligence capability as a partner to **IBM Watson** and **Cognos** platforms.



FabCom is a full-service strategic marketing, PR, and advertising firm

Principal: Brian Fabiano

Employees: 38

Local Area Billings: \$42.1 Million*

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*Amortized for media billings as calculated in the Phoenix Business Journal Book of Lists.

