



Apteco

# Step-up to the next level of patient-centric care

Take the leap towards a more patient-led healthcare service utilising powerful marketing techniques to drive engagement.





# Set the pace towards a more patient focused approach to health.

As the healthcare market races towards becoming a more patient-led service, marketing methodologies and techniques have a critical role to play in achieving this goal.

With the help of powerful analytics and automation tools, healthcare professionals and organisations can make more informed decisions on how to improve patient experiences and deliver more valuable content to patients, exactly when they are needed.

This patient-led approach echoes the customer-centric approach that marketers in the commercial world employ to achieve enhanced personalisation and drive engagement.







**“A one-size-fits-all  
health and care system  
simply cannot meet the  
increasing complexity  
of people’s needs and  
expectations.”**

**NHS England**

# What does a customer-centric approach mean for healthcare?

It's not that long since marketers in the commercial sector realised the benefits of having a [customer-centric strategy](#). Rather than trying to push products and services onto customers who weren't ready to buy, companies shifted their focus towards delivering value and exceptional experiences, building and maintaining customer loyalty and relationships.

**This approach when applied to healthcare can facilitate a shift to ensure patient needs and requirements are squarely at the heart of the NHS service.**

To deliver exceptional experiences and to better understand the unique needs of their customers, marketers use analytics techniques to interrogate personal, transactional, and behavioural data. These techniques help them to better communicate with their audience, tailoring communications in terms of content, channel preference, frequency, and timing.

These techniques can also be utilised in the healthcare sector to deliver improved experiences to people and patients and provide interventions when they are needed.

**For the NHS to  
become patient-led  
it must first become  
marketing-led**

The Chartered Institute  
of Marketing

“A real motivation for me is that Apteco can be used to prevent people from becoming patients.”

**James Alty**

## Interview with James Alty

Apteco Founder and MD

**Apteco's history stems from the commercial sector in the UK and has expanded to provide data insights and campaign automation solutions to data scientists, marketers and charities all around the world.**

Apteco MD and founder James Alty, has seen firsthand the power of data and the impact that marketing technology has had on companies across the world. He believes that marketing analytics techniques and methodologies can be used as critical learnings in the healthcare sector.

Apteco's aim is to help organisations to use insights to redesign care pathways and provide the tools to develop strategic communications, so people make better lifestyle decisions, live healthier lives, and receive interventions when they are needed.



## Why did Apteco decide to make the leap into healthcare?

Some years ago, we worked with Birmingham City Council (the largest council area in Europe). We saw the emergence of datasets focused on person and population data. We learnt how tools and techniques designed for marketing activity were supporting authorities who have responsibilities for the population. This made us aware of a parallel world, in health, running alongside the commercial sector that could benefit from using marketing techniques. We started to see opportunities seized by our partner network to service more health-related topics. It quickly became apparent that Apteco could deliver a great solution in the health sector.



### What parallels do you see between health and marketing?

In the commercial sector, customers have very high expectations. They expect to be treated as individuals, to have personalised, consistent messaging across many different platforms. Understanding your audience better, to deliver the right communications to the right people, and to know that they have been delivered and are meeting the needs of the recipients, is common to both marketing and healthcare.

### How do we, as a society, expect healthcare organisations to interact with us?

I think that the pandemic brought it home to us, we were all using the NHS app and seeing analytics dashboards on TV, desperate for more information. We as consumers are all individually aware of the tools, techniques, and channels in the commercial sector, and now we expect the same from the health sector. We question why we aren't recognised as the same individual across our health communications – on our health app, in emails, on WhatsApp or SMS. We expect to receive clear, personal communications from healthcare organisations, just as we do from a brand providing a service.

**“Covid really crystalised this and brought it into focus because people's health was the number one priority.”**

### What marketing methodologies and tools cross-over into healthcare?

#### A customer-centric marketing approach

Designed around the individual's specific needs and interests, customer-centric marketing is all about putting customers first. Using analytics to understand people's behaviour, creating positive experiences and placing people and patients' needs at the heart of the organisation.



### Creating a single customer view

By merging data about each individual into a single record, companies create an accurate, up-to-date snapshot of their customer. This could be achieved in healthcare to generate a single person view, with the information used to understand segments, recurrences and patterns.

### Data management

There are so many restrictions regarding data. You need to be scrupulous in where data is stored and hosted, and who has access to it. Apteco has taken responsibility for how 1st party data can be used responsibly for over 35 years.

### Layering of patient data

There is a parallel with the electronic patient record (EPR) and sales CRM tools used in the corporate sector. In healthcare, by the time a member of the population has made it into an EPR, and is known to the NHS, they have become a patient. In marketing CRM data is captured as a baseline. Transactional and behavioural data is then layered over that for further analysis. This can be done via an individual or via household data sets. The patient in the EPR can benefit from this approach and from being managed in the same way. People who are unknown to the NHS can be managed via targeted communications to help prevent them becoming a patient.

### Smart analytics techniques

Communications that are driven by insight are crucial. We can look at a patient, look at how they are interacting with us, what environmental or social factors influence their healthcare and decide what data we can use to ensure the communications we send are most appropriate for that person and that family.

### Behavioural modelling

One of the key techniques used in marketing is behavioural modelling – a form of data processing and AI that recognises trigger events that are significant in personal interactions with health providers.

We can look at a patient, how they are doing, what conditions we know about, and what data we could use to ensure the communication is appropriate for that person and family. Behavioural modelling allows us to look at the trigger events, recognise stages, the time between those stages and the journey between different behaviours, so we can communicate effectively. We have built in huge flexibility with different behavioural data aggregations and measures that can be used to inform, drive and trigger campaign activity. Designed for marketing, but totally applicable for health.

#### **Efficient multi-stage, multi-channel automation**

Automation helps to free marketers up from manual and time-consuming tasks. It can also make communicating and personalisation at scale more effective and improve people's experience at every touchpoint.

#### **How is Apteco different?**

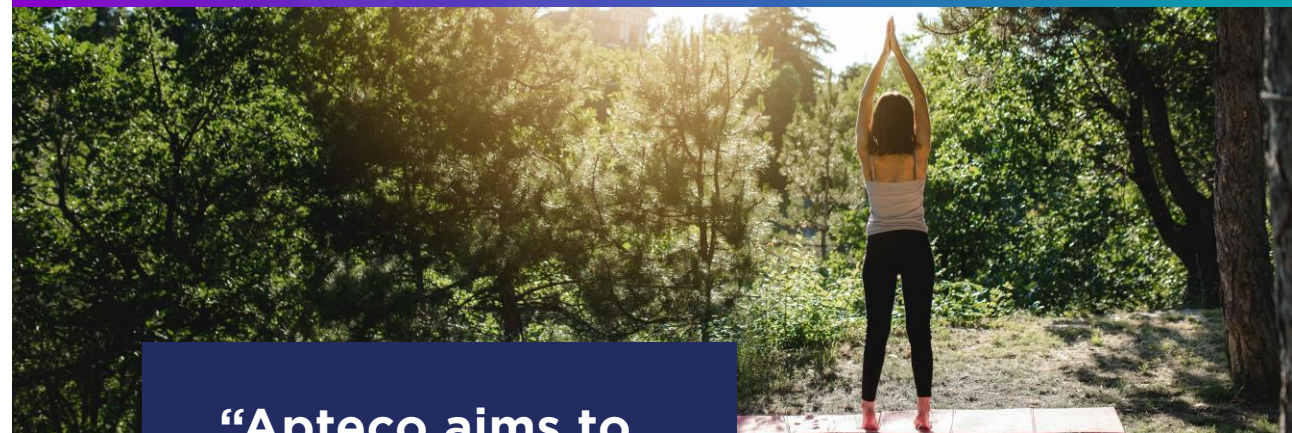
Apteco aims to approach health in a different way. It is a real motivation for me that Apteco software is used to prevent people from becoming patients in the healthcare system. The nudge that you could give someone to encourage them to make small changes for their health is easy, low risk, and could provide a crucial early intervention and a better outcome.

If we can affect the number of people who become patients, if we can affect the results of a treatment programme, if we can make them more effective and have some means of highlighting patient issues earlier or engaging people earlier then all of this has been worth it. It's a huge motivator for our team. We are proud to work with not-for-profit organisations and healthcare teams.

Apteco can bring together such a wide variety of data, from loyalty schemes, data on communication preferences and data about interactions. Imagine bringing that data together with commercial data, with permissions data, with patient and intervention data... you have a powerful platform to detect behaviour patterns that lead to better outcomes. Lovely opportunities exist in the whole space.

We present an easy to consume view of your data, we label it appropriately, we name the data, we give it descriptive categories so that at the point you are interacting with it, it feels quite natural and understandable for analysis without being bamboozled by the tech.

**“If we can affect the number of people who become patients and have some means of highlighting patient issues earlier, or engaging people earlier then all of this has been worth it.”**



**“Apteco aims to approach health in a different way.”**

“The patient will be at the heart of everything the NHS does”

NHS Constitution

**43 million**

The updated NHS website now receives 43 million views a month, enabling people to understand their condition and be better informed which supports self-management and healthy living.

NHS England



**38%**

People with long-term conditions (LTC) who are more confident and able to manage their health conditions have 18% fewer GP contacts and 38% fewer emergency admissions than people with the least confidence.

NHS England







# Benefits

So, what (if any) are the benefits of marketing methodologies to healthcare organisations and clinical care staff, and most importantly how can this approach add value for patients?



# Organisational benefits

Organisational benefits cover and support the organisations wider functions and goals. Benefits to organisations cover two key areas, Funding and allocation of services, and Proactive population health.

## Population focus

- Position public health communications and Long-Term Condition (LTC) management at the centre of core NHS strategy
- Develop and implement proactive approaches to LTC prevention and management
- Targeting and really understanding your area and the needs of the people in it through data.
- Implement pathways based on nudge-based communications and interventions

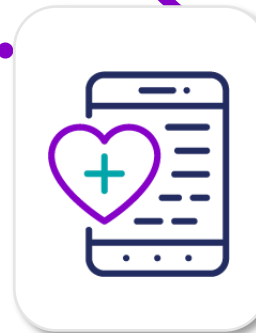
## Funding and allocation of services

- Supporting frameworks such as adherence to Payment by Results and Quality and Outcomes Framework (QOF) for GPs
- Overall cost saving via targeted communications and services
- Integrated care boards (ICB) can efficiently target services for each place

Employee well-being



Patient self-care







## Clinical benefits

With any IT provision there must be clear benefits to the clinical team using them. We believe that the following benefits will be witnessed by care teams:

- Encourage self-engagement of patients, to take pressure off staff
- Reduce the demand for appointments and pressures on services
- Drive higher staff morale and job satisfaction due to focus on patient-specific needs
- Services can take an 'upstream medicine' approach where people can be identified and supported to make better healthcare and lifestyle choices
- Exception monitoring will become a focus. If services can support their patients through communications, then people who are not responding can be targeted for additional help
- Create capacity in the workforce through process automation



## Patient benefits

Through the use of targeted communication pathways patients can benefit from the following:

### **An enhanced relationship with care providers through:**

- Ensuring that communications are tailored, relevant and appropriate
- Providing regular direct contact with care team
- Delivering the ability to access quick answers
- Combatting misinformation by directing individuals to credible sources of current information

### **Positioning people to oversee their healthcare by:**

- Giving patients a role to play in the development of the services aimed at them
- Enabling the individual to take charge of their care within the safety of their care team
- Collaborating with care teams to empower individuals and encourage self-ownership

# Why now?

In the commercial sector, customers expect a personalised experience when interacting with any organisation and react strongly if brands don't deliver.

**In fact, 71% of consumers expect a personal touch from brands that send them communications.**

With the increase of virtual GP appointments, healthcare apps, online pharmacies, and other digital tools, today's connected society expects appropriate, personal, relevant experiences. By leveraging the power of personalisation, healthcare organisations can deliver improved interactions to people and patients and provide interventions when needed.

Thanks largely to the internet and social media, patients have access to increasingly more channels (other than their GP) to find out information on their condition and the treatment options available. Healthcare communications combat misinformation, by providing a credible source and help to nudge people towards healthier lifestyle choices.

There has been a clear policy shift from Government towards having public health communications and LTC management at the centre of population health strategies and of empowering people to take control of their health.





**With so many clear benefits and with government policy encouraging this shift, now is the right time to start incorporating marketing analytics techniques into your communications strategy.**



# Harnessing the power of data analytics may be easier than you think.

Using powerful but simple analytics techniques can help you answer key questions about your audience and their actions and behaviours – the who, what, when, where, why and how.

This will help organisations to deliver more relevant personalised communications, at the right time, when interventions are most needed, empowering people to take control of their health and engage with their own care.

Here are four examples of some of the most popular analytics techniques, and how you could apply them to boost targeting accuracy, improve effectiveness and reduce the cost of healthcare communications.





## Analytics technique #1

# Segmentation

### What is it?

Segmentation has been widely used in other industries, particularly those that are customer-facing and is the process of placing people into manageable groups that share common characteristics – groups that are meaningful to your communications strategy. It remains one of the most effective ways you can deliver the right messages to the right people, at the right time.

### How to use it

You could group people together based of the type of care they need and how often they might need it, or use it to help you to understand who, within each segment, has the greatest risk of having a significant health event or is at most risk of deterioration.

### What are the benefits?

For women's health, breast cancer or prostate cancer early detection and care, segmentation can help to improve efficiency, overall experience and care costs. Care can be tailored to a segment, for example to suggest timely and appropriate screening, or diagnosis and treatment, where necessary.



## Analytics technique #2

# Profiling

### What is it?

The comparison of one group of people or patients with another to discern the identifiable and statistically significant characteristics. These can provide critical insights into the needs of your patients

### How to use it

Use profiling to help you to identify which patient segments are at a higher risk of developing mental health conditions or diabetes, or which triggers are more likely to lead to starting smoking.

You could then create a targeted communications campaign, reminding those people most at risk of what they can do to reduce risk, to avoid stress and situations that could be triggers, or provide access to dedicated support services.

### What are the benefits?

The more targeted your marketing messages are, the more likely they are to reach the right people, and a more niche audience reduces costs and shows a better return on investment. More importantly reaching the right people boosts the effectiveness of your campaign and increases the likelihood of a positive outcome.





## Analytics technique #3

# Geoanalysis

### What is it?

Geographic location can significantly influence behaviours and people living in the same area are often exposed to the same conditions. So, another way you can sharpen the relevance of your healthcare communications is to make your messaging specific to where people live or work.

### How to use it

By targeting areas with poor air quality, you could automate relevant, timely alerts for when the air quality is expected to be at its worst or when adverse weather patterns are predicted. You could then provide support and advice about how best to self-treat, reducing the need for patients to see a GP.

### What are the benefits?

Using Geoanalysis can help you to improve the accuracy of your targeting and ensures you get much needed information in front of the right person in their time of need.



## Analytics technique #4

# Behavioural modelling

### What is it?

Behavioural modelling is a type of predictive analytics that takes data analysis to the next level. The technique works on patterns of behaviour or a series of events over time. By mapping individuals' health journeys, understanding their unique behaviours, and drawing from past experiences, you are able to accurately predict likely future actions and potential health impacts.

### How to use it

Behavioural modelling allows you to deliver tailored health interventions, recognise top-priority target behaviours, and identify and proactively intervene with at-risk individuals. For example, you could offer diet recommendations that are tailored to specific health needs, or design and suggest exercise programmes that align with specific health conditions and goals.

### What are the benefits?

Tailoring behavioural recommendations to support health goals can help to increase meaningful engagement with patients and the population and encourage people to take specific actions that lead to better health outcomes.





# With Apteco you can start building your vision for strategic patient-centric healthcare communications.

**Apteco can help the NHS and other healthcare providers to improve health outcomes by being part of a solution that allows you to better understand and proactively manage patient and population healthcare.**

Quickly explore and extract actionable insights from your clinical and population health data and behavioural insights to create patient and population segments for relevant targeting.

And then automate personalised, appropriate, messaging such as alerts, regular updates or reminders at the right time, when interventions are most needed, empowering people to take control of their health and engage with their own care.



Improve the accuracy and effectiveness of your communications



Build confidence, health literacy and independence to encourage patient-led care



Enhance patient and population experiences through personalised care



Provide a credible source and help to nudge people towards healthier lifestyle choices

# Better Health 'Healthy Steps' behaviour change project

Discover how the Department of Health and Social Care was able to encourage and support families to adopt more healthy lifestyle behaviours.

[READ CASE STUDY](#)

**DCX**



Department  
of Health &  
Social Care



# Why choose Apteco?

**Apteco's history stems from the commercial sector in the UK and has expanded to provide customer data insights and campaign automation solutions to data scientists, marketers and charities all around the world.**



## Experience

We've been helping companies put data at the heart of their business for over 35 years. And we're still doing it today because it's what we do best.



## Insight

We've got all angles covered, enabling you to analyse data from multiple sources to help you master your patient and population data.



## Integrity

We're passionate about always doing the right thing – with our customers, our partners, our colleagues, our technology, and your data.



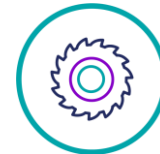
## Loyalty

At Apteco it's just as much about the people as it is the technology. We recognise and reward loyalty, understanding that the best results come from true partnerships.



## Knowledge

Simply put, we're pioneers in actionable data. We create industry-leading tools to help you spend more time focusing on what you do best.



## Cutting-edge

We're constantly investing in groundbreaking technologies and adding new functionality to our software. Technology is constantly changing, and we're committed to being at the forefront of innovative solutions and great usability.

# Accelerate towards the new future of healthcare

Great marketing campaigns are designed to connect with the customer at each touch point in their personal customer journey, through their preferred channel, with relevant personalised content that encourages them to stay engaged with the brand.

Healthcare campaigns should aim to offer the same level of personalisation and individual care, targeting specific segments in their patient journey and the ultimate goal remains to keep the population engaged in their own care.

As we accelerate towards a new future in healthcare, marketing methodologies and analytics techniques have a crucial role to play, helping to deliver real benefits for both patients and staff.

An effective patient-centric approach that involves in-depth interrogation of data to identify patient needs and promotes proactive health and wellness, will ultimately lead to improved care outcomes and support nationwide behavioural change.







**“Healthcare is poised for continued transformation in an increasingly patient-centric way.**

**By taking cues from more traditional consumer-oriented companies, healthcare will benefit by making customer experiences that are hyper-connected, convenient and human.”**

**Forbes**

# Learn more about Apteco



## Apteco for the Healthcare sector

Use Apteco to put public health data analytics, communications and interventions at the centre of your healthcare and wellness strategy.

[Learn more](#)



## Let's make healthcare personal

Find out how Apteco can help you to deliver tailored, intelligence-led healthcare communication programmes

[Download](#)



## Customer story: Health Education England

Discover how HEE transformed their use of data and radically improved communications, to help recruit the next batch of healthcare heroes.

[Read more](#)





Apteco

INSIGHT INTO ACTION

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