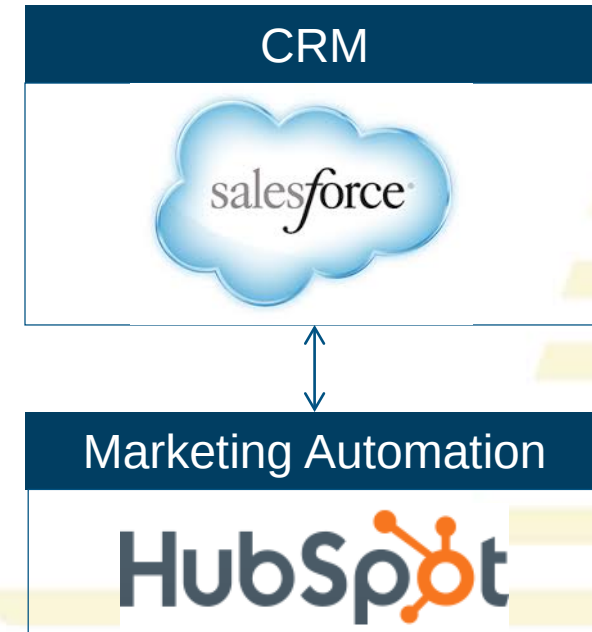
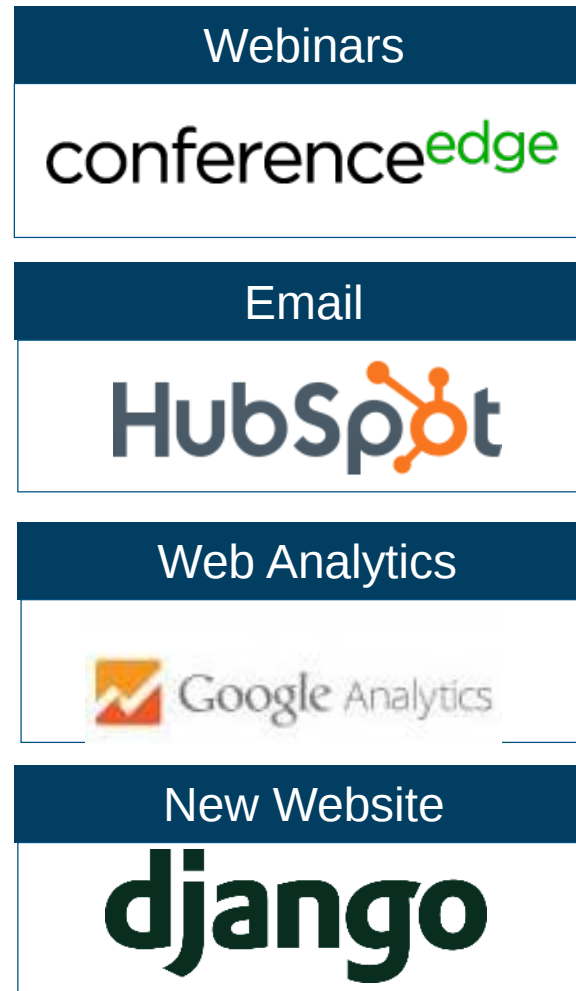


Marketing & Communications and Business Development



Our Marketing Stack



Content Marketing

- Strategic approach to marketing
- Focuses on creating valuable, relevant content
- Targets clearly defined audiences at different stages of the buyer's journey
- Distributes content across social channels and platforms

Hubspot: Marketing Automation Platform

- Provides tools to implement a content marketing strategy
- Landing pages for lead generation forms, blog platform, email tool, social media publishing and monitoring, lead scoring and lead nurturing
- All website inquiry forms are Hubspot forms

The URAC Report

- Positions URAC as a resource for valuable content and a thought leader
- Communicates the value of accreditation
- Attracts and nurtures leads
- Engages current clients



Industry Insight Reports

- ▶ Disrupting Healthcare: Risks and Rewards of Telehealth
 - 366 submissions; 284 contacts
- ▶ Competing in the Specialty Pharmacy Market: Achieving Success in Value-Based Healthcare
 - 292 submissions; 172 contacts
- ▶ Two more planned for 2017



Infographics (Visual Stories) and Video

- ▶ Shareable content promoted through social media
- ▶ Increase brand awareness and engagement

Medicine, Millennials and Mobile

Telehealth in the Workplace



Telehealth becomes a bigger part of the U.S. medical landscape every year. A growing number of businesses offer telehealth benefits as part of their employee medical packages or plan to offer them soon. The millennial workforce will be a key driver of the field's expansion.

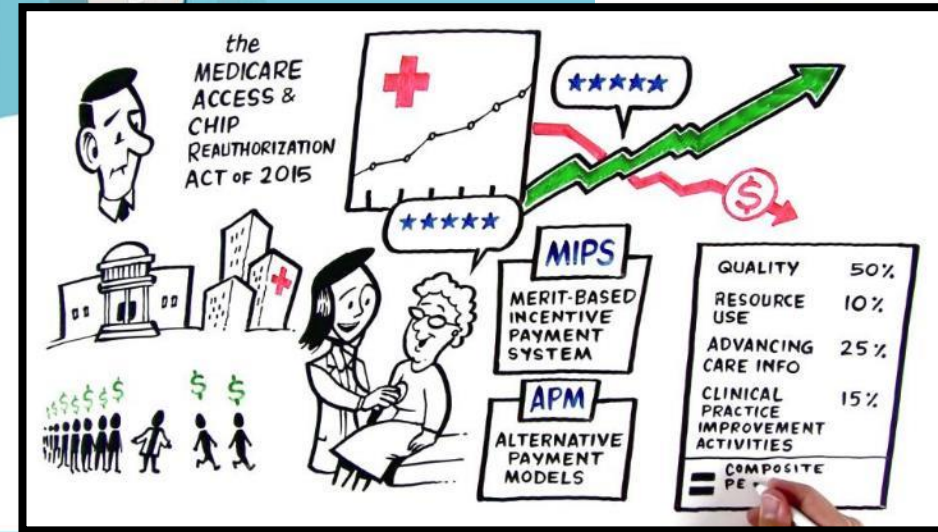
More Firms Offering Telehealth Benefits



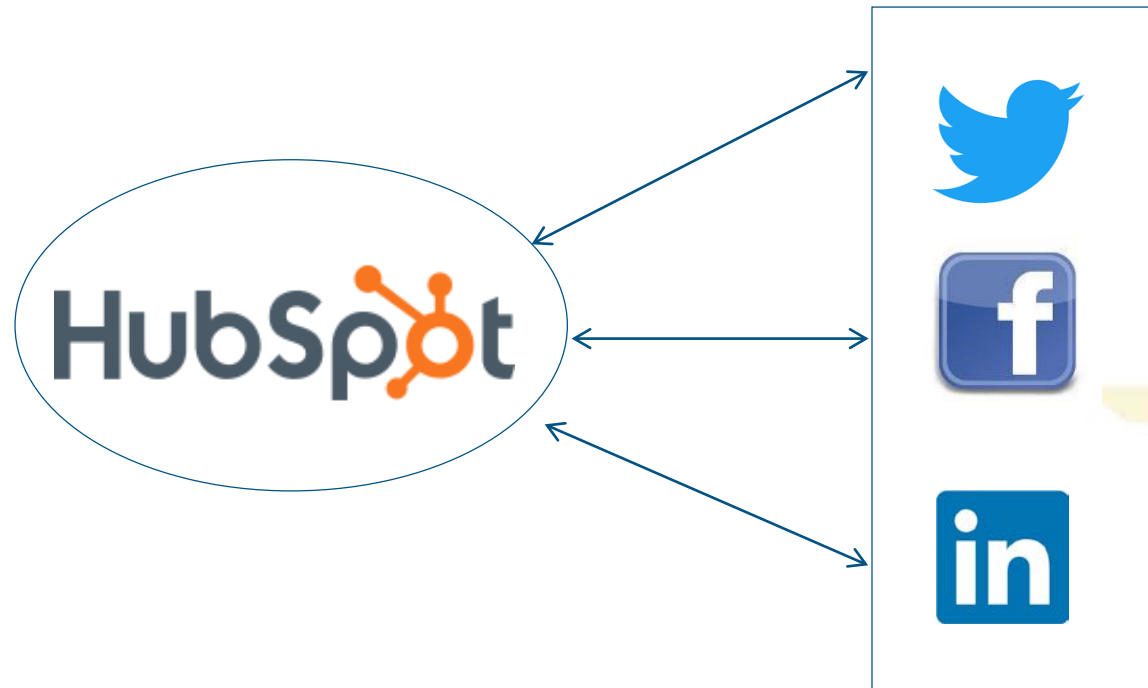
In 2015, 48 percent of "large" (5K+ employees) employers offered telemedicine benefits, 74 percent in 2016.¹ Projected up to **90 PERCENT** in 2017.²

63 PERCENT of insured adults say their providers offer virtual care.³

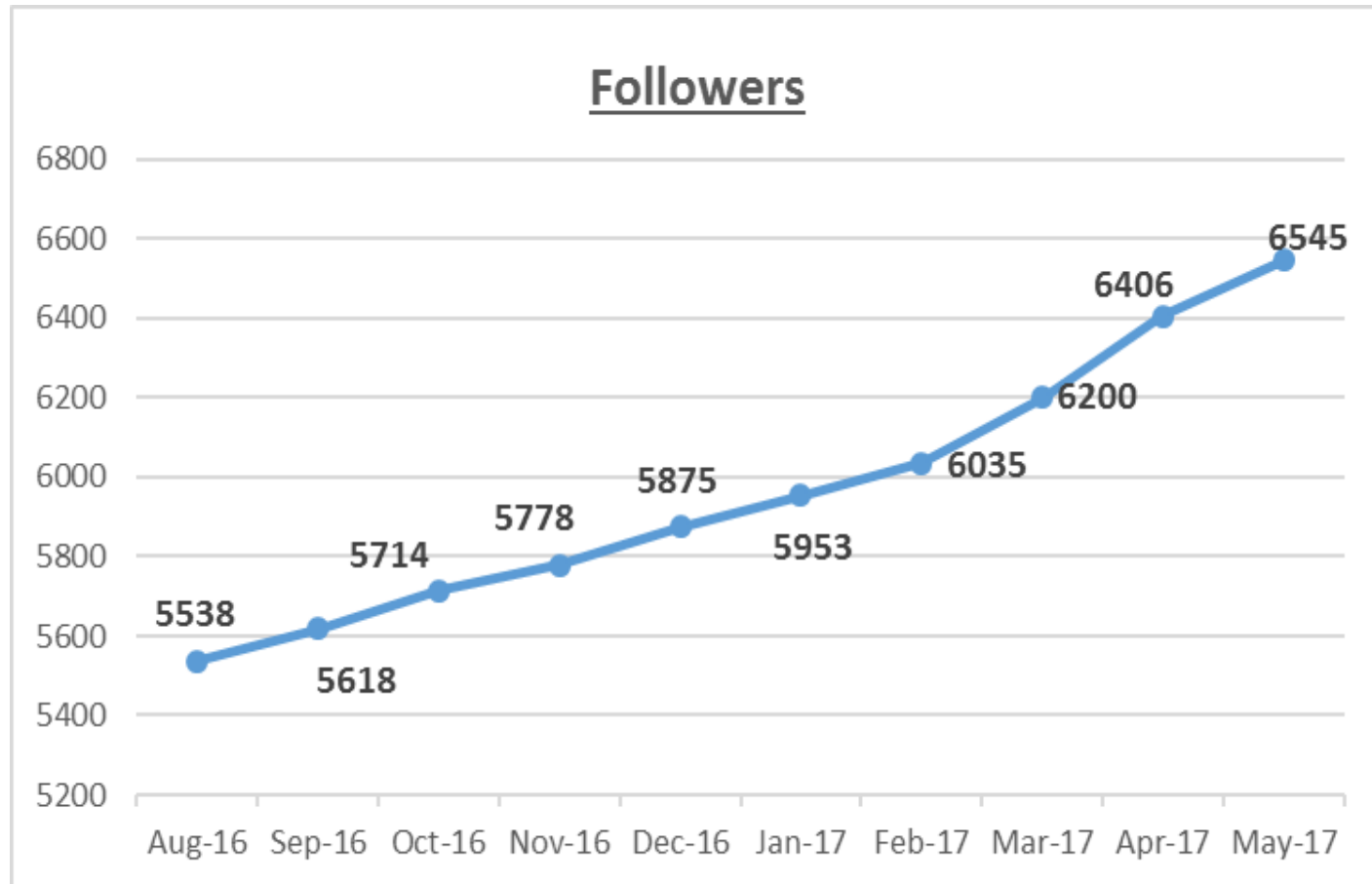
Only **3 PERCENT** say their providers offer webcam calls with clinicians.²



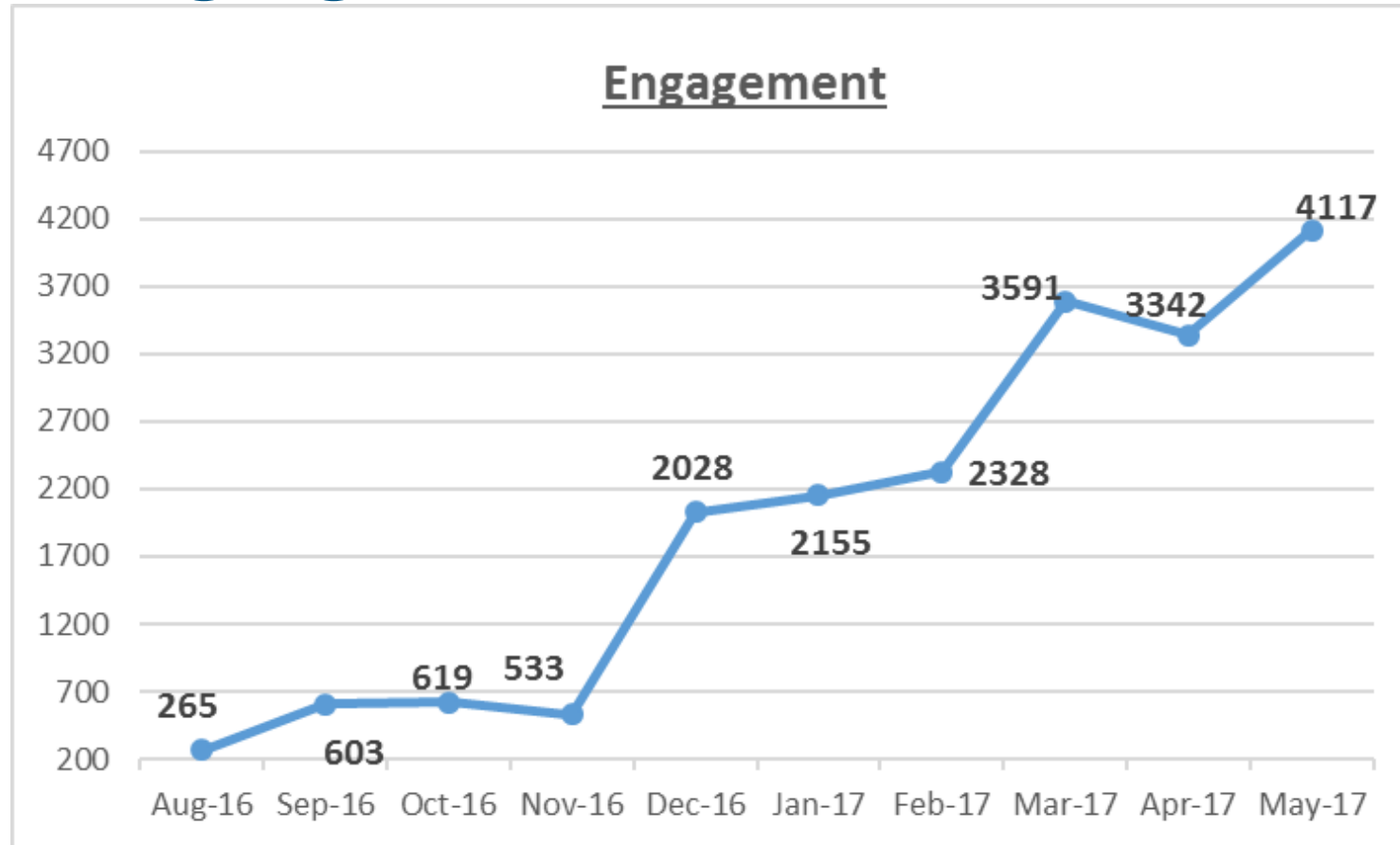
Content is Shared Across Social Media Channels



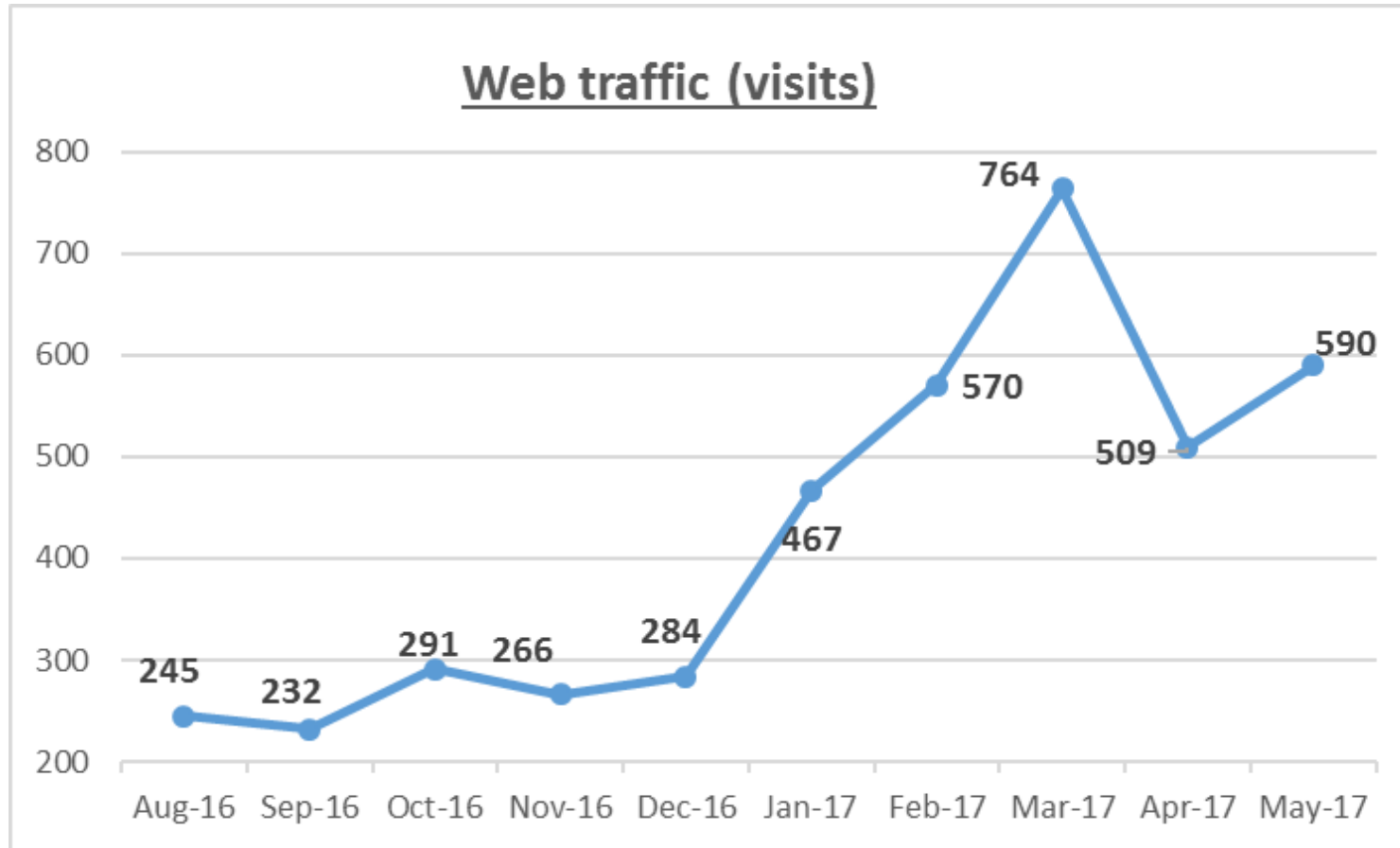
Growth in Social Followers: 18%



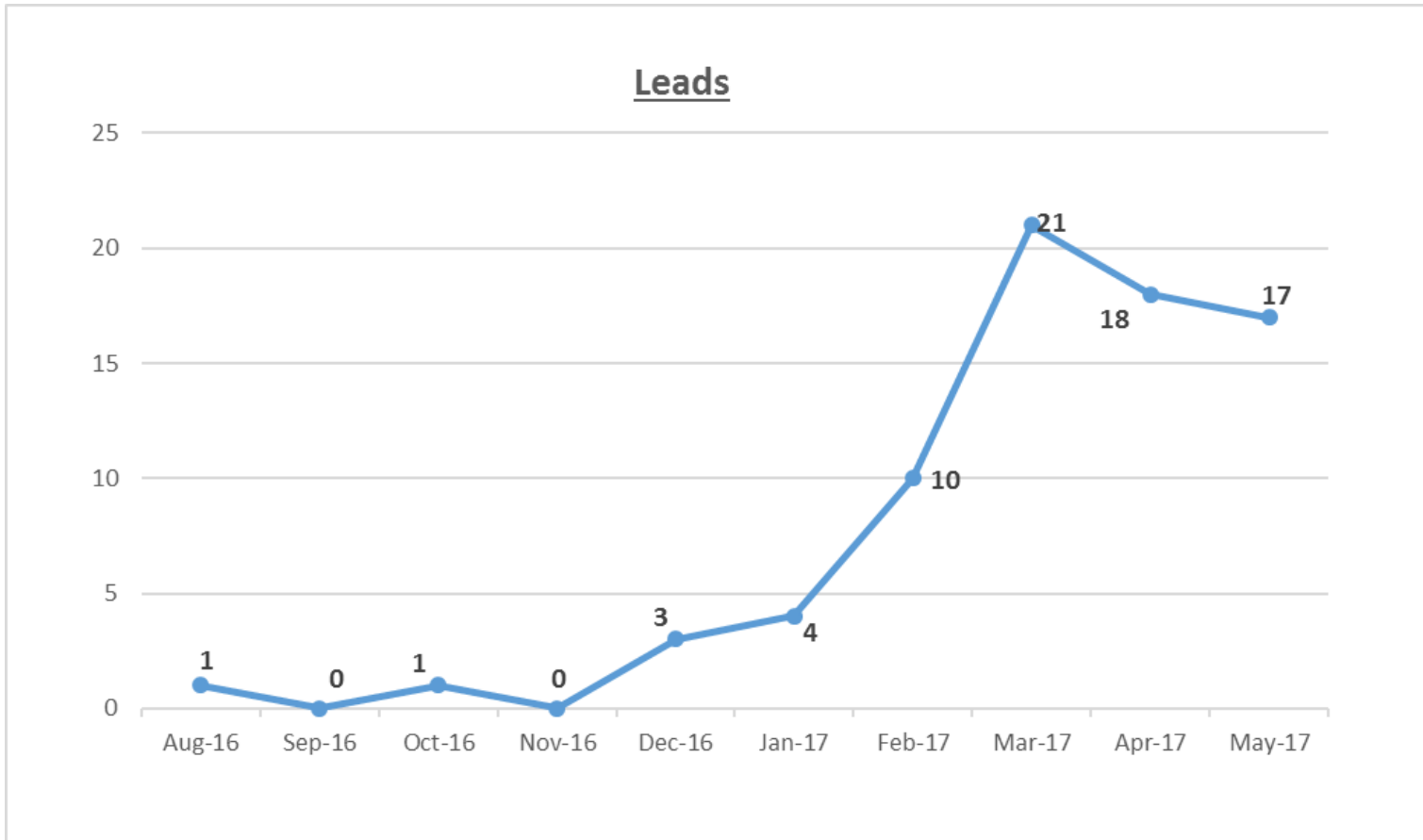
Growth in Social Engagement: 1,454%



Growth in Website Traffic: 141%



Growth in Leads Generated from Social Media: 1600%



Amplify Content Marketing Through Paid Promotions

- ▶ Digital advertising
- ▶ Social media promotions
- ▶ Sponsored posts



ConferenceEdge: New Online Events Platform

- ▶ Offer live webinars as on-demand within 48 hours
- ▶ Position URAC as thought leader and generate leads
- ▶ Informational webinars free for everyone
- ▶ Accreditation standards webinars free to clients – live and on-demand



Hubspot Tool Scores Leads to Push to Salesforce

- ▶ Marketing Qualified Leads are based on website behaviors
- ▶ Average of 100 MQLs per month pushed to Salesforce since January

Earned Media Through Press Releases and Outreach

- ▶ URAC's share of voice in U.S. press increased to more than 20 percent from 14 percent
- ▶ Other publications picked up articles from The URAC Report



Presentations at Key Industry Events

- Asembia
- World Healthcare Congress
- Case Management Society of America
- National Association of Medical Staff Services
- National Association of Specialty Pharmacy
- Workers Compensation Institute (2016)

URAC Sales and Marketing Staff at Key Industry Exhibits

- 9 exhibits in 2017 targeting pharmacy, telehealth, hospitals, providers, health plans and more
- Leverage sponsorships and advertising for greater exposure



Next Big Initiative: Website Redesign

- Completely re-imagined website
- Dynamic, relevant, and compelling content
- Resource of valuable information that meets our audiences' needs
- Easy to navigate, mobile-friendly
- Plan to launch by December 2017

Sales Strategy

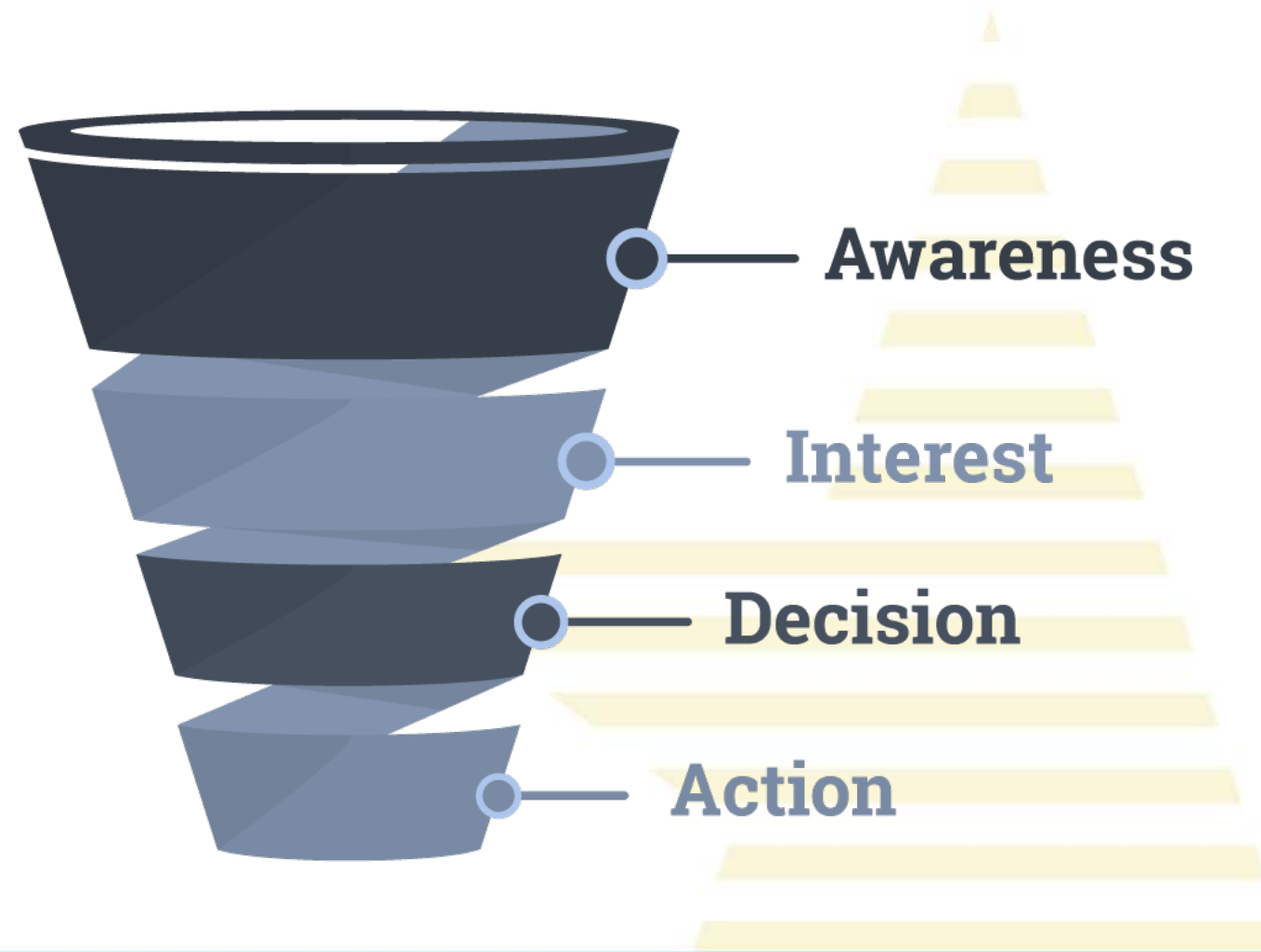


May Sales – Closed Won

- ▶ 12 NB Sales
- ▶ \$1,086,565 in NB Sales
 - Target was \$610,226
 - Over budget by \$476,000
- ▶ Key Sales
 - Patient-Centered Medical Home (2)

Buyer's Journey: Person A, from ACME Care

- Lead Generation – Awareness
- Lead Nurturing – Interest
- Sales Qualification – Decision
- Deal – Action

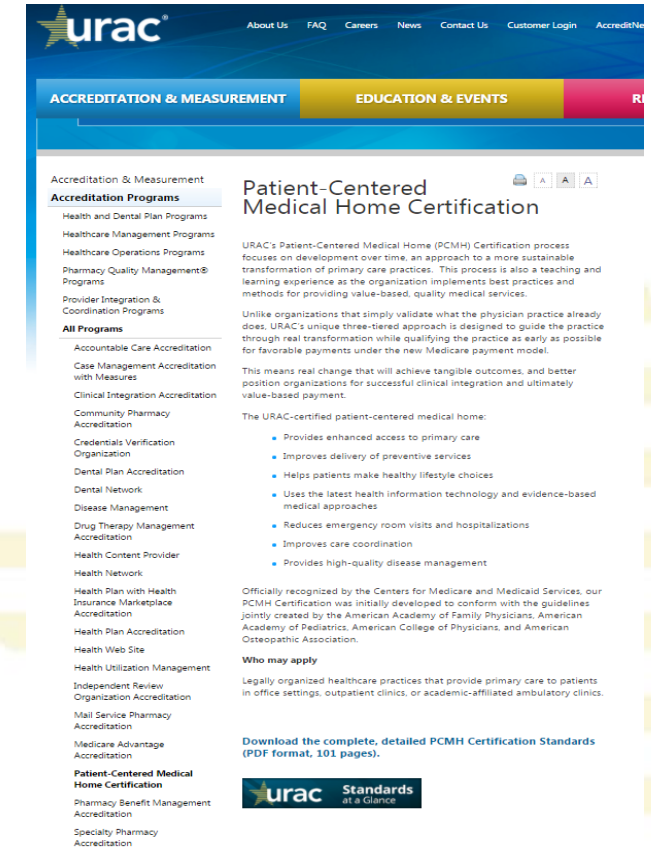


March 2017

Stage 1: Awareness And Lead Generation

March 29, 2017

- Person A is referred to the URAC site from AAFP.ORG (press release)
- Person A views the PCMH Certification product page.
- Person A fills out the product inquiry form to learn more. She becomes a Marketing Qualified Lead.



March 2017

Stage 2: Interest And Lead Nurturing

Before speaking to a sales representative, Person A has had several touchpoints with URAC's content.

March 29, 2017

- Person A keeps reading the PCMH Certification product page and also views the PCMH Certification Standards page hosted on HubSpot.
- Person A downloads the PCMH Certification Standards.
- Person A receives an email thanking her for downloading the standards. The email invites her to interact with more content by visiting the blog.
- Person A visits the blog.
- Later that day, Person A visits the PCMH Certification product page again.

Discover the Elements of URAC's Patient-Centered Medical Home Certification Standards

For the first time ever, URAC releases the details of its PCMH Certification standards.



URAC's PCMH Certification Program identifies and addresses the essential standard elements needed for sustainable transformation from a physician practice or healthcare clinic into a Patient Centered Medical Home.

The URAC-certified patient-centered medical home:

- ✔ Provides enhanced access to primary care
- ✔ Improves delivery of preventive services
- ✔ Helps patients make healthy lifestyle choices
- ✔ Uses the latest health information technology and evidence-based medical approaches
- ✔ Reduces emergency room visits and hospitalizations
- ✔ Improves care coordination
- ✔ Provides high-quality disease management

The PCMH Certification program is one of URAC's Provider Integration and Coordination Programs, which are designed to assist provider organizations establish a framework for improved care integration and patient-centered management.

[Download the PCMH Certification Standards](#)

First Name*

Last Name*

Email*

Phone Number*

Job Title*

Company Name*

City*

State*

☒ Contact me with more information about URAC's PCMH

Certification

SUBMIT

Your privacy is important to us. URAC never shares, sells, or rents any information that you provide. Your email will only be used by URAC to provide you with relevant offers or to contact you if you have requested it. All emails that you receive from URAC provide a link at the bottom to allow you to opt-out of receiving emails at any time.

April 2017

Stage 3: Sales Qualification and Decision

April 10, 2017

- Person A is invited via email to the Telemedicine Magazine ATA Party co-hosted by URAC.

April 28, 2017

- Person A is marked as an opportunity in Salesforce by Joe T.
- ACME Care is marked as a suspect by Joe T.
- ACME Care is sent a proposal by Joe T.



URAC and Telemedicine Magazine Invite You to the Third Annual Telemedicine Magazine Party

Dear URAC Client:

Are you attending the ATA annual conference in Orlando?

Don't miss the Telemedicine Magazine Party. URAC is cohosting with Telemedicine Magazine on April 24, 2017 at Tin Roof at 8371 International Drive. Join us for an open bar, food, music, dancing, door prizes and lots of FREE stuff. Door open at 6pm.

RSVP to eliseo@telemedmag.com or [click here](#) to more about the event.

Thank you,
Your friends at URAC



May 2017

Stage 4: Deal And Action

May 17, 2017

- ACME Care signs a deal. CLOSED WON.
- Sales cycle was less than 2 months.
- Driven by the availability of useful, relevant content, tracking technology, and human outreach.

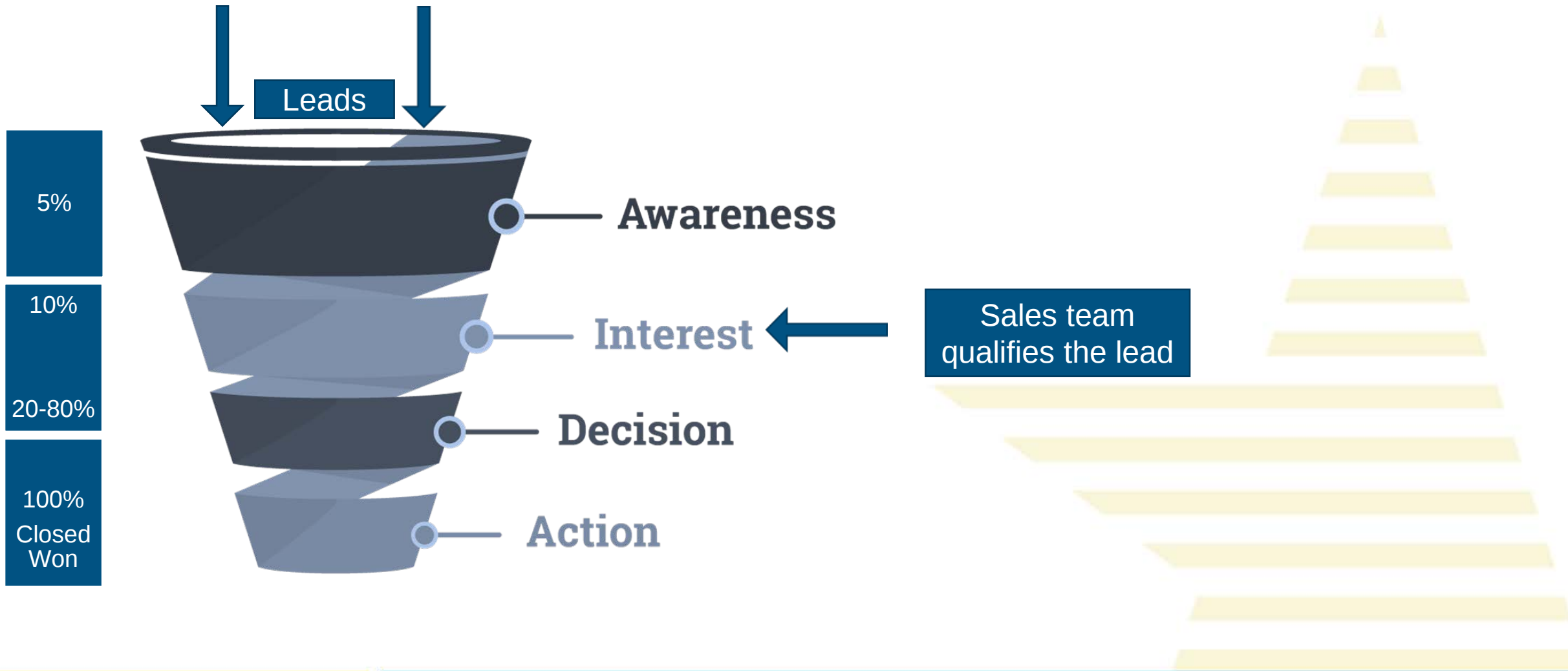
Miller Heiman Sales Training

- May 9-11
- Sales Executives and Account Managers
- Formal Conceptual Selling and Strategic sells training and tactics
- Emphasizes process, execution, documentation and f/u

Key Elements of MH:

- ▶ Understand our customer's buying process and their ideal solution
- ▶ Identify the buying influences (who will play a part in the purchase)
- ▶ Leverage our product strengths, and minimize our product weaknesses (critical information that is missing or unclear)
- ▶ Understand the competition: defined as any alternative solution

Marketing is above the funnel



Next Steps

- ▶ Clinical Integration Sales Strategy
 - Leveraging existing clients (Phoenix Children's, St. Vincent's)
 - Focus on Children's Hospitals and Health Systems w/ SP
- ▶ Ongoing Focus on Telehealth Leads
 - National general and trade targets
 - Continuation of DC television campaign (Q1 and Q4)

