



HEALTH AND LIFE SCIENCES USE CASE

Important Updates

Last updated: June 1st, 2021

Available In	all editions
Channel(s)	Web
Play Title	Health and Life Sciences - Inform
Use Case Name	Important Updates
Use Case Overview	<p>This use case is used to inform your patients of updates within your practice, or items they should be aware of. It may include something along the lines of check in changes for people with appointments coming up, or more broadly to remind people that telehealth appointments are available.</p>
Targeted Audience	B2C
Location	Homepage, Patient Portal
Business Challenge	<p>Ensuring your patients are aware of any key updates either related to the practice they are attending, or more broadly about the general health conditions, will improve the overall experience they have with your brand.</p>
Personalization Solution Approach	<p>One way to provide important updates is to call attention to these items on key landing pages of the site, or within the patient portal. In this example we will look at how to do that using a web Infobar template.</p> <p>This campaign experience can be set to include all users or segments of specific users. With this campaign, you can use the Infobar template to call attention to key updates to your site such as practice based information, or more generally about the precautions or changes you are making to ensure safety of patients during Covid19.</p> <p>You'll want to create an initial segment of patients these changes will impact, which may be an attribute you are passing to Interaction Studio related to an appointment in the next 14 days, and noting the practice locations.</p>
Suggested Campaign	Web Infobar
Configure Your Campaign	<p>Create your segment based on the visitors who will be impacted by the changes. Use the instructions below in conjunction with the personalization solution approach above to build your campaign.</p> <ol style="list-style-type: none">1. Create a Web Campaign from a Template2. Use Targeting Rules for Web Campaigns3. Templates - Developer Documentation

Considering Your Goals & Testing Approach

Goals:

- The primary goal is to callout important updates on the site
- The secondary goal is to educate visitors of any key information they need to be aware of. You can measure the effectiveness of users click through to the information by tracking clicks against any hyperlinked text

[Best Practices Doc for Testing Approach](#)

Before You Publish Your Campaign

Review the [Create a Campaign](#) steps and [Test Your Campaign](#) before setting your campaign live.

Review & Interpret Your Results

Consider a visitor's interaction with a particular page, including how they arrived there and what they're expecting.

Use the documents below to help you set up your campaign stats screen and interpret your results.

[Campaign Statistics](#)

The hypothesis for this campaign is if you callout updates you will improve the overall patient experience.

You can expect to see that users will click through on any additional information provided in the message, so your Click Through Rate should be higher, and your survey scores will also increase.

Recommended KPI's:

- Click Through Rate
- Time on site
- Page views
- Content downloads
- Email provided
- Webinar sign up
- Demo request
- Free trial sign up

Optimize Your Use Case

Review the [Recommended Optimizations Based on Key Performance Indicators](#) to see where you can optimize based on the results you are seeing.

Additional Resources

[Interaction Studio e-Campus Knowledgebase](#)
[Support](#)

