

MedBank Experimentation

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Context Setting

ASC Targeting

- We have opportunities to focus on several sites of care including: ASC (Ambulatory Surgical Centers), BH (Behavioral Health), CDP/LTC (Closed Door Pharmacy/Long Term Care)
- We chose ASCs as they are:
 - A known quantity for the BU
 - We have past customer data to feed into lookalike audiences
 - We have existing assets to leverage
- Within the ASC market we broke it down into five tiers:

Tier	Site Number
Tier 1 – IDNs High-Value	368 sites 57 unique IDNs
Tier 2 – Chains High-Value	180 sites 23 unique Chains
Tier 3 677 sites	677 sites
Tier 4 1,590 sites	1,590 sites
Tier 5 2,315 sites	2,315 sites

- **We have chosen to focus primarily on Tiers 2 through 4.**
 - Tier 1 has a lengthy sales cycle and will prove difficult to optimize on
 - Tier 5 may not have the sufficient operational velocity to justify the purchase of an ADC device

Experiment Consideration

- We have the opportunity to define experiments as part of a test and learn approach to drive success for this campaign and reinforce the operating model for BUs going forward.
- The experiments outlined below take into account the current gap in creative capacity within the BU marketing team and as such are primarily focused on:
 - Leveraging existing content for ASCs
 - Testing aspects other than creative:
 - Messaging
 - Channel
- In future sprints we can consider experiments that would more directly test creative but those would require alignment with our creative agency to produce those assets
- Our first sprint(s) should be focused on channels where we know that Mediaworks has the capability for fast setup and minimum net new content pieces need to be created to facilitate speed to market.

MedBank Experimentation Overview

Sprint	Tested Variable	Description	Channel	Personas	Segments	Funnel	Run Time	Metric of Success	Agency or Internal	Testing Budget	Source	Content Leveraged	Creative Assets Required							
Sprint		Hypothesis	Strategy	Channel selection	Isabel	Otto	Mike	Clarissa	Tier 2	Tier 3	Tier 4	Lead generation	Sales acceleration	Week(s)	# or %		\$ or %	Source of Experiment		
Sprint 1	Messaging	We believe that the messaging surrounding increased process efficiency will resonate with Isabel the intelligent investor	We will test two messages: 1. Easy to refill/reload medications and supplies 2. Offers secure storage options for expensive medications or supplies	LinkedIn										2 weeks	CTR by message	Agency	8% of 12,500 = \$1,000	OSG Research N = 3 Corporate = 2 Local = 1	eBook regarding medication management eBook regarding the standard of medication management	<ul style="list-style-type: none"> Marketo Landing Page Visual Asset for LinkedIn Headline and Body for LinkedIn
Sprint 1	Messaging	We believe that the messaging surrounding increased secure storage and medication management will resonate with Mike the medication manager	We will test two messages: 1. Reduces potential drug diversion 2. Identifies potential drug/drug interactions	LinkedIn										2 weeks	CTR by message	Agency	8% of 12,500 = \$1,000	OSG Research N = 2 Corporate = 0 Local = 2	eBook regarding medication management eBook regarding the standard of medication management	<ul style="list-style-type: none"> Marketo Landing Page Visual Asset for LinkedIn Headline and Body for LinkedIn
Sprint 1	Messaging	We believe that the messaging surrounding increased process efficiency will resonate well with Otto the Optimizer	We will test two messages: 1. Offers secure storage options for expensive medications or supplies 2. Easy to refill/reload medications and supplies	LinkedIn										2 weeks	CTR by message	Agency	8% of 12,500 = \$1,000	OSG Research N = 38 Corporate = 10 Local = 28	eBook regarding medication management eBook regarding the standard of medication management	<ul style="list-style-type: none"> Marketo Landing Page Visual Asset for LinkedIn Headline and Body for LinkedIn
Sprint 1	Messaging	We believe that the messaging surrounding increased process efficiency with resonance well with Clarissa the Cultural Caregiver	We will test two messages: 1. Identifies potential drug/drug interactions 2. Reduces the burden on nurses of logging medication administration allowing them to spend more time on patient care	LinkedIn										2 weeks	CTR by message	Agency	8% of 12,500 = \$1,000	OSG Research N = 26 Corporate = 10 Local = 16	eBook regarding medication management eBook regarding the standard of medication management	<ul style="list-style-type: none"> Marketo Landing Page Visual Asset for LinkedIn Headline and Body for LinkedIn
Sprint 2	Targeting	We believe that targeting our own customer list will generate superior campaign results with lower CPM/CPC	Test layered targeting versus a targeted list that campaign targeting can go off of	LinkedIn										2 weeks	CPM	Agency	12% of 12,500		Challenge Snapshot Checklist	<ul style="list-style-type: none"> Marketo Landing Page Visual Asset for LinkedIn Headline and Body for LinkedIn
Sprint 2	Creative	Providing informational content is more powerful that promotional content in industry specific publications	We will A/B split test content on an industry publication 1. An existing informational video like the UConn video 2. A promotional banner to a landing page	ASCA Newsletter										1 week	CTR on content	Agency	10%		Video based assets mentioned by Jessica Z	<ul style="list-style-type: none"> Marketo Landing Page Visual Asset for ASCA newsletter
Sprint 2	Creative	We can identify the top pain points, in terms of conversion, on our SEM headlines	Test the three top pain points as lead lines on SEM search terms	Google/Bing Search										4 weeks	CPC on advertisement	Agency	5%			<ul style="list-style-type: none"> Marketo Landing Page Headlines and body copy for SEM marketing results

Sprint 1	Creative	We can identify what types of content and key messaging resonate most based with Otto the Optimizer	We will test two messages in the subject line of the email: 1. Safety and security: Improvement to safety and security of medication management process 2. Efficiency optimization: Improved efficiencies of team and staff after onboarding to solution	Marketo Email							4 weeks	Open rate of email	Internal	-	-	-	<ul style="list-style-type: none"> Email subject lines and copy Creative elements for the email
Sprint 1	Creative	Subject line personalization increases user interaction with the email and content by up to 30%	We will A/B split test content on an email 1. The ASC specific video 2. The general medbank video	Marketo Email							4 weeks	CTR of email	Internal	-	-	-	<ul style="list-style-type: none"> Email subject lines and copy
Sprint 1	Creative	We believe that putting the form at the top of the page will increase visitor to inquiry %	Change the position of the form fill from the bottom to the top of the Marketo landing page	Marketo Landing Page							4 weeks	Visitor to inquiry	Internal			<ul style="list-style-type: none"> eBook 2 "Why BD?" Solution Brief 	<ul style="list-style-type: none"> Marketo landing page version 1 and 2
Sprint 2	Channel	Demandbase offers a more cost effective method for account based retargeting than LinkedIn to accelerate the sales process	We test account based retargeting on 1. LinkedIn 2. Demandbase	LinkedIn /Demand base							2 weeks	CPM of Network	Agency /Internal	15%	-	-	<ul style="list-style-type: none"> Marketo landing pages Visual assets for LinkedIn Visual assets for Demandbase Headline and body for LinkedIn Headline and body for Demandbase
Sprint 1	Channel	We believe that we can achieve a higher CTR on Tiers 4 and 5 ASCs than Tier 2 ASCs	We will split the targeting list on Demandbase by Tier size	Demandbase							3 - 4 weeks	CTR	Internal	\$4,000		<ul style="list-style-type: none"> Gated Content eBook 1 eBook 2 Solution Brief 	<ul style="list-style-type: none"> Banner images Marketo landing page

MedBank Experimentation Template

Sprint	<i>e.g. Sprint 1, Sprint 2, Sprint 3</i>
Tested Variable	<i>e.g. Channels, Targeting, Creative</i>
Hypothesis	<i>e.g. We believe that X will occur because of Y factor</i>
Strategy	<i>e.g. We will deploy X number of variables defined as Option A and Option B to test our hypothesis</i>
Channel	<i>e.g. LinkedIn, Google Search, ASCA newsletter</i>
Personas	<i>e.g. Otto the Optimizer, Mike the Medication Manager</i>
Segments	<i>e.g. ASC Tier 1</i>
Funnel	<i>e.g. Lead generation, sales acceleration</i>
Run Time	<i>e.g. 1 Week, 2 Week(s)</i>

Metric of Success	<i>e.g. CPC, CTR, CPA</i>
Agency or Internal	<i>e.g. Does this require Mediaworks to execute or are we running this internally (Marketo)?</i>
Testing Budget	<i>e.g. \$5000</i>
Testing Result	<i>e.g. Differentiation = success, inconclusive can be either re-deployed or failed</i>
Content Leveraged	<i>e.g. Why Change eBook</i>
Creative Assets Required	<i>e.g. Email subject line, body text, and image for paragraph body</i>

@ Brett Doucette