

Magnet 360 Member Engage Solution: Your entry point to Salesforce Member Connect

CERTIFIED FULLFORCE SOLUTION

SALESFORCE for HEALTHCARE
& LIFE SCIENCES



With the availability of **choice** in health plans in this new era of healthcare reform, payers need to **differentiate** their service.



- Keith Heckel, VP of
Consumer Marketing,
WellPoint



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FOR HEALTHCARE PAYERS, INDUSTRY CHANGE BRINGS AN OPPORTUNITY FOR TREMENDOUS DIFFERENTIATION AND COMPETITIVE ADVANTAGE.

There is huge growth opportunity for the payer that can effectively personalize the member experience from initial engagement through plan renewal.

Salesforce Member Connect is a complete solution for personalized and seamless member engagement, but with so many potential member touch-points, *where should you start?*

WELCOME TO THE MAGNET 360 MEMBER ENGAGE SOLUTION:

Your first step in customizing and personalizing marketing outreach and member nurturing programs.

SOLUTION OVERVIEW

The **Magnet 360 Member Engage Solution** provides payers with a streamlined and innovative framework for accelerating marketing programs and nurturing activities.

The starting point for the **Magnet 360 Member Engage Solution** is a quick assessment that addresses:

- **Your Member Engagement Journey:** Defining opportunities to deepen member trust at every touchpoint.
- **Your Technology Platforms:** Mapping systems to the member engagement journey to capture interactions and nurture the individual relationship.
- **Your Success Criteria:** Defining and measuring successful member engagement.

AN INNOVATIVE FRAMEWORK FOR ACCELERATING MARKETING PROGRAMS AND NURTURING ACTIVITIES

The **Magnet 360 Member Engage Solution** is then customized and deployed as part of the Salesforce Member Connect solution, to activate initiatives focused on:

LISTENING



Gathering insights on brand sentiment, share of voice, competitor activities, general healthcare topics, and social conversations.

ENGAGING



Capturing, qualifying, and routing member engagement for action and management across the organization.

NURTURING



Leveraging multi-channel strategies to deepen consumer trust with the brand, advancing member onboarding and retention.

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SOLUTION ELEMENTS

The **Magnet 360 Member Engage Solution** is a quick-start code base solution, tailored to the customer's specific business needs. The resulting customized implementation draws upon the Salesforce platform and commonly employs Salesforce ExactTarget Marketing Cloud and Salesforce Service Cloud.

SOLUTION OUTCOMES

DRIVE GROWTH

- Real-time **industry insights** to shape decisions.
- Understand the member journey, and how and where to interact for **greatest impact**.
- Nurture **trusted individual relationships** with relevant information and outreach.

REDUCE COSTS

- Efficiently manage leads through the member journey for **greater conversion and retention**.
- **Integrate** marketing, sales and service technology.
- Reduce case time to **increase efficiency**.

ABOUT SALESFORCE FULLFORCE

The Certified Salesforce Fullforce Program is a new, industry-focused initiative that enables salesforce.com partners to go to market with specialized solutions that drive customer transformation across a number of key industries. A key component of the Salesforce.com Cloud Alliance Program, the Fullforce initiative recognizes partners who achieve sales and delivery objectives with validated Salesforce implementation expertise and success in product categories or select industries including: Communications and Media, Financial Services, Healthcare, and Retail/CPG. Magnet 360 is a certified Fullforce solution partner for the healthcare industry.

ABOUT MAGNET 360

Magnet 360 is a salesforce.com consulting and implementation partner, since 2004. We support our clients with strategy and services that integrate four essential marketing disciplines, driving Engagement for Outcomes:

- Relationship Management
- Branded Apps, Sites, and Communities
- Marketing Automation
- Social Campaign Management