

WHAT IS SCORPIO HEALTH?

SCORPIO Health is a proprietary database and analysis service developed by Romph - Pou Agency that pinpoints the most highly-targeted audiences and reaches them with relevant messages via direct mail, digital advertising and email. The unique feature of SCORPIO is that it analyzes and appends predictive expectations based on the individual, rather than groups of similar averages. This precision-targeting method allows for greater message relevancy, identification of new patient prospects, and significantly lowers printing and mailing costs.

DATA APPENDING

SCORPIO integrates HIPAA-protected patient data along with secondary data aggregators for even greater precision marketing. Additional secondary data points available for layering on a household level include:



Health-related afflictions like diabetes, allergies, cholesterol, etc



Demographics including race, age, children and gender



Economic levers like income level, home value, net worth and occupation



Interest identifiers like sports interests, travel destinations, food preferences

RESULTS

- SCORPIO Health allows healthcare providers to better communicate services, procedures, and announcements to highly targeted audiences. These targeted audiences react more positively to direct marketing efforts due to the relevancy of the message.
- As patient lists become more targeted, the overall mailing list quantity will decrease, thereby saving thousands by avoiding low-index recipients.
- Identified patient clusters can also greatly assist in optimizing the placement of other marketing initiatives such as billboards and digital advertising.
- By utilizing current patient data, SCORPIO can identify additional services that may be relevant for patients. The relevancy increases message value and likeliness that the patient will return for future treatment.

