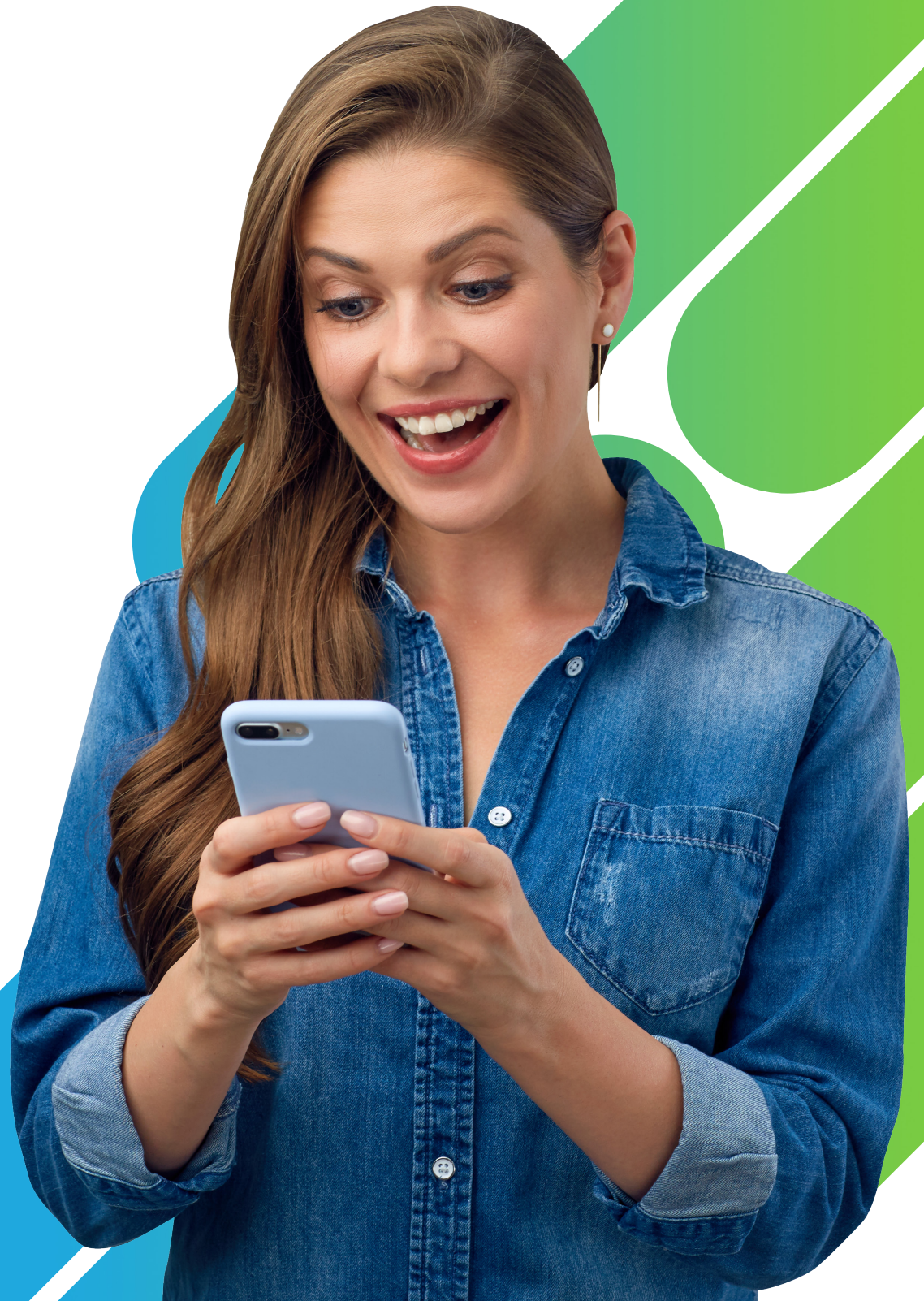


Welltok®

New Ways to Connect in a Disconnected World



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In a COVID disconnected world, you must find new ways to stay connected with consumers. Gartner Research shows that using 4 or more channels can increase the effectiveness of outreach by 300%. In today's stressful climate, if you aren't doing this, you are really putting your business and consumers at risk.

Conducting multi-channel communications is challenging for organizations to do themselves -which is why many are now working with Welltok to supercharge their outreach.

It's time for a change. We can help. Follow these 5 steps to drive the engagement and action you need, and that your consumers will benefit from.

300%

increase the effectiveness
when using 4 or more
outreach channels

5 Steps to Drive Higher Engagement and Action

- ✓ Acknowledge That the Old Ways Aren't Going to Work
- ✓ Stop Sending Irrelevant Information
- ✓ Supercharge Your Outreach by Using the Right Channels
- ✓ Measure Campaign Results and Prove ROI
- ✓ Choose the Right Partner that Can Do It All



Step 1: Acknowledge That the Old Ways Aren't Going to Work

Life in a COVID world is different. Consumers are facing more and more informational “noise” in all aspects of life, making it harder than before for your message to break through. Here’s a quick run-down of what’s out and what’s in. How does your outreach stack up?



What's Out

- Single “one and done” outreach messages
- One or two-channel campaigns
- Targeting populations with messages based on shared demographics



What's In

- Multi-cycle campaigns
- Multi-channel campaigns
- Targeting individuals with relevant messages based on data-driven insights

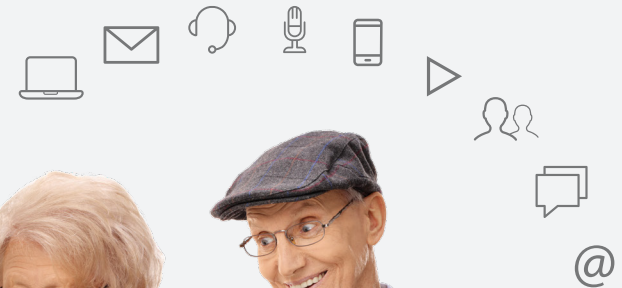
What's the difference?

Multi-channel

Using multiple different communications channels for inbound and outbound messages

Multi-cycle

Sending scheduled multi-channel content with a specific call to action over a period of time



Step 2: Stop Sending Irrelevant Information

Hitting consumers with irrelevant information is a sure way to get them to tune you out. Instead of taking a one-size-fits-all approach to messaging, start analyzing all types of data (including consumer data and SDOH insights) to really understand what individuals in your

target populations need and want. Use this information to develop smart campaigns that are targeted to those most likely to take action because it matters to them.

Must-haves
for making your
messages relevant

- ✓ Consumer data
- ✓ SDOH insights
- ✓ Advanced analytics
- ✓ Predictive modeling



Step 3: Supercharge Your Outreach by Using the Right Channels

Place is one of “The Four P’s” in marketing’s golden rule, and it doesn’t just apply to a physical location. You must engage consumers where they are and how they want to be engaged. With a multi-channel approach, messages will reach consumers where they are most likely to engage – whether it be email, SMS, social media, at home, etc. Driving multiple touches with the same (and now relevant!) messages and calls to action across multiple channels will also improve campaign reach.

What Channels You Should You Be Using?

Here are examples of what channels you should be using at the same time to supercharge your outreach.

Types of Messages	Recommended Channels
Outbound marketing	Email, Text (SMS), IDV (automated voice calls), direct mail, social media, push notifications, and web landing pages
Inbound marketing	Interactive conversations, smart texting, concierge, and more

Sample Multi-Channel Campaigns



Improve Medication Adherence: Even before COVID it was hard to get consumers to stay on track by refilling and taking recommended medications. To get your messages heard use direct mail to let people know about prescription options and different ways to get them; IVR (automated voice) and text messages to alert them when it’s time (or when they are late) to refill; and offer warm transfers to live agents to help them overcome barriers to complying (like using mail order or home delivery instead of physically going into a pharmacy).



Drive Preventive Screenings: With ongoing caution around getting COVID, people need extra nudging to get back in for these potentially life-saving appointments. Use social media and email to share prevention and safety protocols. Mail preventive screening kits to consumers' homes. Then use IVR (automated voice) to remind them about the importance of completing the screenings and to stay on the lookout for the kits.

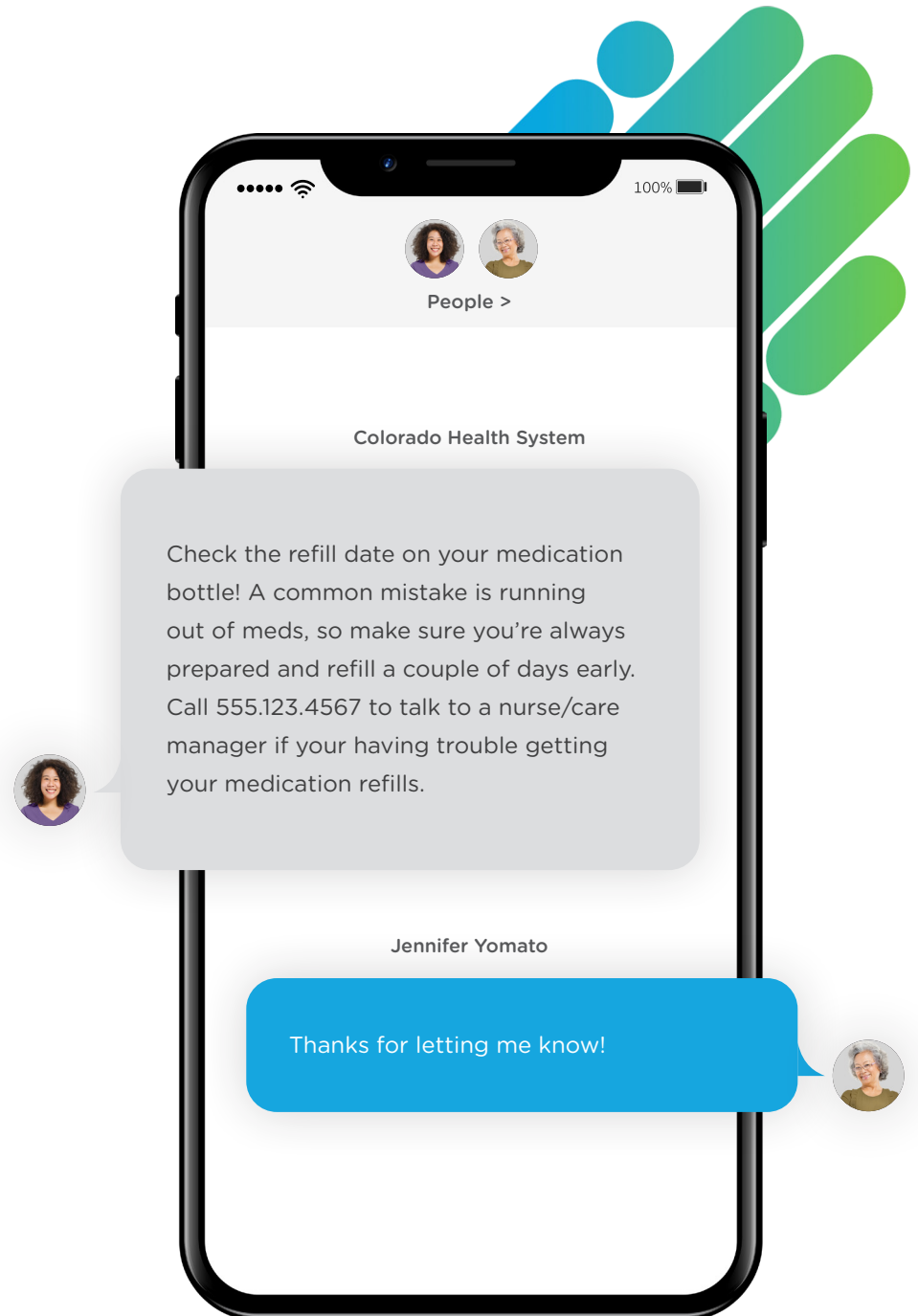


Open Enrollment: With more people working remote, organizations need to find new ways to connect with and engage people in open enrollment activities. Use direct mail to promote open enrollment events and deadlines. Send email invitations for informational meetings. Use IVR (automated voice), email and text messages to nudge people to take action and enroll.



Pro-tip: Hitting the right tone

Using the right tone in the right channel is another way to get your messages heard. For example, it's a good idea to use a friendly tone when texting, like you do with friends. But also make it easy for them to take action by coupling information with click-to-call links or URLs.



Step 4: Measure Campaign Results and Prove ROI

With tighter resources, you need to know how campaigns are performing so you can prove ROI and drive further campaign activity. Immediate feedback may not always be possible, but you can't wait for weeks on end to know what's working and what isn't. In addition to the basics like number of contacts, opens/clicks and actions taken, you need to up your campaign measurement and optimization tools.



3 things you need to be using now to evaluate multi-channel campaign effectiveness and prove ROI



Value of each action taken



Touches and actions taken across multiple channels of communication



Analytics to optimize receptivity

Step 5: Choose the Right Partner that Can Do It All!

While you could hire staff and contract one-on-one with email, text, IVR (automated voice) and/or social vendors, this will take a lot of resources. With pressure to get messages out quickly and to the right individuals, you don't have time to spare.

Partnering with an experienced vendor will give you the ability to execute quickly, as well as the flexibility to add additional channels as campaigns require. Use this chart to see if it's time to look for a new partner to help you connect with more individuals and drive action.

Time to invest in a new partner?

- Do I have the ability to add new and multiple channels to my campaigns?
- Do I use data and predictive models to identify target audiences and the best channels to use to reach them?
- Can I easily track actions across my campaigns and prove ROI?

If you answered no to just one of these questions – Welltok can help

We're passionate about getting consumers to take action by helping our clients use innovative approaches to connect and engage with them in a disconnected world. We want to work for you too. Let's talk – activation@welltok.com.

PARTNER A



PARTNER B

