

Omnichannel Healthcare Marketing

MAXIMIZING PATIENT ENGAGEMENT

WITH CONVERSATIONAL AI

Context

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HEALTHCARE MARKETING & PATIENT ENGAGEMENT TODAY

Technology has played a vital role in advancing the way patients are treated in the healthcare industry. Still, we see online patient engagement at its initial stage. While digital patient touchpoints appear in the communication strategies of healthcare businesses, they are yet to match the expectations of patients.

The Healthcare sector saw a rapid decline in one-on-one interactions between patients and healthcare providers in 2020 due to the COVID-19 pandemic. Although many patients were already trying different channels to connect, the pandemic made virtual channels more attractive for safe engagement.

Now, more than ever, patients are searching

for personalized information that should be available instantly, **24*7**. They want healthcare providers to connect via channels they prefer, the time they choose, and in the language they speak

With multiple platforms and touchpoints, the healthcare industry is now closely looking at **omnichannel approach for marketing, patient engagement, and support.**



Consumers drive conversations in healthcare now. They have access to the virtual communication channels and demand healthcare services to be there as well to answer their queries and provide them with relevant information.



Patient experience depends on omnichannel communication. A website and several social media pages aren't enough anymore to engage patients online. They have multiple choices such as instant messaging, live chat, live video, conversational ads, and others. So, the unification of those channels becomes a necessity for omnichannel communication.

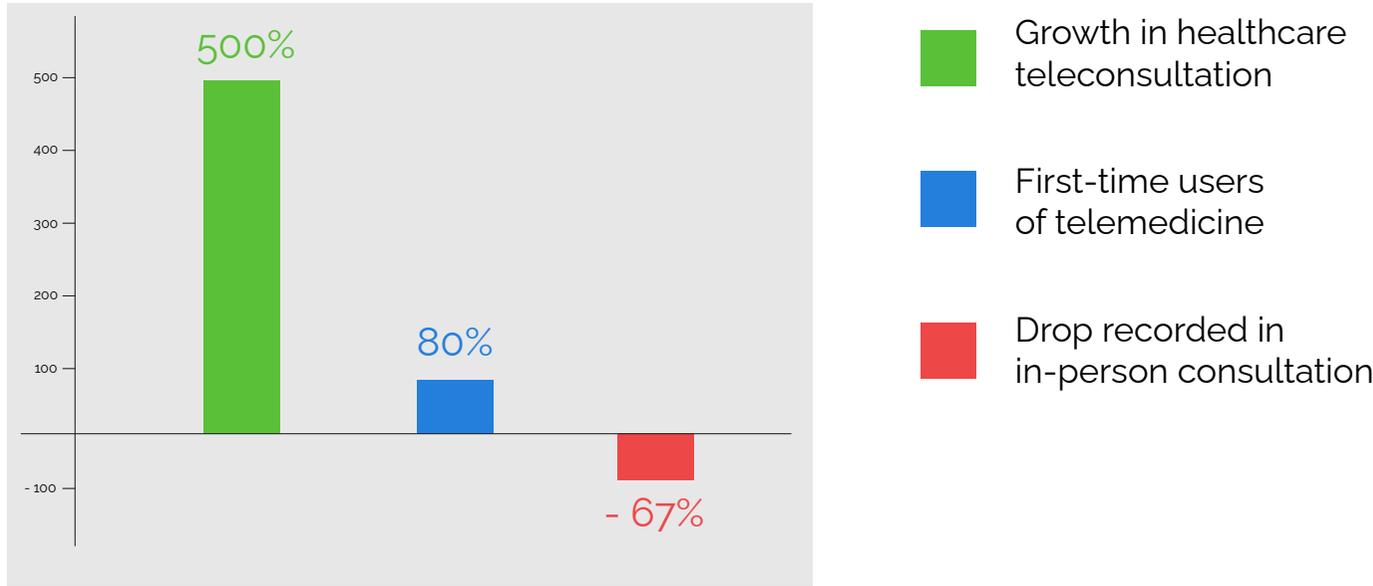
CHANGE IN THE CONSUMER BEHAVIOR

The industry has seen an exponential rise in the use of digital channels, making omnichannel engagement a necessity for now and in the future.

Your patients are now using multiple platforms to communicate and consume information. Both society and healthcare have gone through a massive shift lately, which has disrupted regular behaviors and accelerated new ones.

Digital healthcare has come to the spotlight, performing business-critical roles. And this new expectation is going to shape the future of the industry. They will expect more interactions through virtual channels even in the post-pandemic era.

COVID-19 has brought an expected change in patient behavior in India.



Source: Practo

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FROM MULTI-CHANNEL TO OMNICHANNEL STRATEGY

Successful patient engagement will be possible by using conversational AI to connect all isolated channels for an omnichannel strategy.

We don't believe in all-offline or all-online marketing and engagement. Our AI-powered omnichannel presence lets you use all channels together to deliver a seamless experience to patients. We combine a personalized, value-added approach with omnichannel automation.

Our experts recognize that digital maturity and digital IQ can differ from market to market and patient to patient. Hence, we help you select channels, which are widely popular and easy-to-use for everyone.

Successful omnichannel healthcare marketing will depend on:



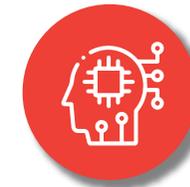
Channel Selection

What channels patients prefer and use like WhatsApp, Facebook Messenger, etc.



Personalized Interactions

Identifying intent, preferences, and emotions in real-time to give accurate responses



Conversational Memory

Remembering previous conversations with patients across all channels



24*7 Availability

Ability to engage and respond whenever and wherever patients demand.

We can help you adopt, implement, and leverage an AI-enabled bot for omnichannel healthcare marketing and support. Our experts will tell you where you can accelerate your efforts to engage more patients online.

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IDENTIFYING THE RIGHT MIX OF CHANNELS

Marketing in healthcare revolves around good communication – interactions that help you build a healthy relationship with potential and existing patients.

In order to ensure good communication, you should be able to understand the context immediately and preserve it for future interactions on all channels your patients use to connect with your healthcare business.

We help you do that by integrating a single AI bot with the right mix of channels where you can find your prospects and existing patients.



Desktop and Mobile Devices

Seamless communication regardless of which device a patient uses. Our conversational AI ensures continuity in patient experience as they move from one device to another.



Websites, Apps, and Social Media Channels

Unifying digital touchpoints with AI bot for consistent conversations. The bot remembers patients and leads when they switch from your website to app, Facebook, Instagram, or any other channel.



Email, SMS, and messaging platforms

Integrating AI with popular messaging platforms like WhatsApp, Facebook Messenger, and more. You can bring your email and SMS conversations to these popular platforms for better engagement and faster conversion.



Offline and Online advertisements

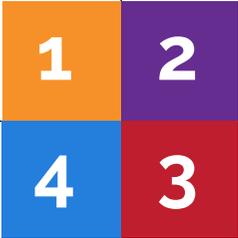
Bringing leads to WhatsApp via QR codes and Click-to-WhatsApp ads for instant qualification. There your conversational AI bot can exchange information with leads, answer queries, book appointments, and convert them faster.

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INTERACTIVE PATIENT OUTREACH

Conversational marketing can help you create the best-in-class experience for patients. The two factors that ensure high ROI are consistency and continuity across all platforms.

<p>Consistent Messaging From marketing to patient support, your messaging has to be personalized and consistent with the requirements of a patient at different stages.</p>	<p>Consistent Experience Different patients will pick different touchpoints at different stages of their engagement with your services. You need to make sure that they receive the same quality experience right from the first interaction to conversion and support.</p>
<p>Data-Driven Marketing Personalization in omnichannel marketing comes with the ability to capture, sort, and utilize data to understand patient behavior, their demands, and expectations. That way, you can choose what to say, what to give, and how to help them the way they desire.</p>	<p>Continuity in Conversations While consistency is there in your messaging and experience, conversations have to be continuous across all the channels that you target. This way, you can ensure that every patient is guided through his/her journey smoothly.</p>



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BENEFITS OF GOING OMNICHANNEL IN HEALTHCARE

01

Increase online engagement by **380%** with proactive messaging

04

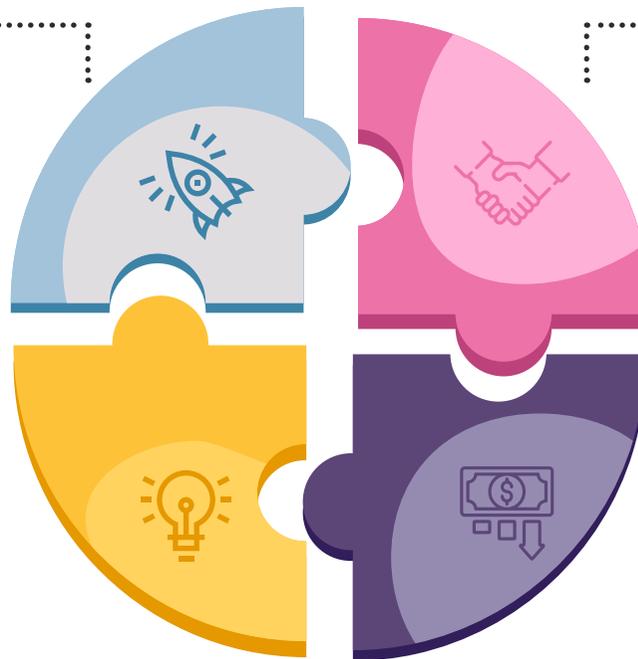
Integrate the latest conversational technology with your legacy systems

02

Build **1:1** relationship with patients with personalized assistance

03

Reduce marketing and conversion costs with omnichannel AI bot



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With omnichannel patient engagement taking the center stage in health-care, conversational AI is going to play a critical role in capturing and using data to provide personalized conversations despite which channel a patient chooses to connect.

ORAI has a conversational AI bot that will fit right into your omnichannel healthcare marketing and engagement strategy. We believe in these steps to reach your omnichannel goals successfully:



Knowing what patients want today and in future



Choosing the most popular channels



Connecting all disconnected touchpoints



Offering consistency and continuity in patient experience



Using conversational AI for high scale and speed

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ABOUT ORAI

ORAI leads the conversational AI market with revolutionary omnichannel integrations across 15+ digital platforms such as WhatsApp, Facebook Messenger, Websites, Apps, Skype, and more. Our virtual assistant can converse in more than 100 languages and qualify leads in real-time. Healthcare providers use our solution to automate their medical diagnosis, online patient care, marketing, data management, and a lot more.

Visit our site: <https://www.orai-robotics.com/>



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LET'S START A CONVERSATION!

Click the link right here, or scan the QR code to explore ORAI further.

<https://wa.me/16147675272?text=Explore%20More>

