

# Marketing Analytics & Services





# DEEP MARKETING EXPERTISE, FULL HEALTHCARE FOCUS

Western Healthcare Alliance (WHA) partners with Hedy & Hopp to bring a suite of marketing analytics and services to WHA members. They know it's not just what they do that makes a difference – it's how they do it. Are you looking to increase brand awareness, growth, and ROI? Then Hedy & Hopp is here to help!

Hedy & Hopp goes beyond mere marketing strategies and cookie-cutter activation tactics and integrates your brand into your patient's life. Drawing from their deep expertise in brand strategy, digital media, decision science, and marketing technology, their team develops and implements marketing initiatives at key engagement points along your patient's journey. The patient is always the focus.

They build their initiatives on a data-forward foundation so they can assess and optimize performance across the patient's journey. And they combine that with an ability to recognize behavior patterns to leverage the full value of your marketing efforts.

**This is the way healthcare marketing oughta work!**

**Recent developments related to FTC, new privacy-focused state laws, and HIPAA guidelines have resulted in patient marketing tactics that used to be considered industry standard now being prohibited.**

Tools healthcare marketers relied on for years are now "non-compliant." Legal teams want to remove all tracking capabilities and marketers want to continue to analyze and track marketing efforts – leaving no clear path forward.

To help healthcare marketers, Hedy & Hopp designed a detailed process in partnership with an attorney specialized in digital healthcare and privacy compliance, including HIPAA and GDPR.

# THE HEDY & HOPP

# PROMISE.



## Be Data-Forward

Their roots are in analytics and performance marketing. Every project they do is based on data and designed for measurement – no more wondering what is or isn't working.



## Put Patients at the Center

They believe the patient is always at the center. By integrating your brand into a patient's life in a way that creates meaning and connection, they create work that performs.



## Connect the Dots

Healthcare marketing is cross-disciplinary, and so is Hedy & Hopp. They're structured to connect the dots between strategy and execution, analytics and creative, paid and organic, and more to create marketing programs that look, feel, and perform cohesively.



## See Around the Corner

From patients and providers to payers and pharma, the Hedy & Hopp team has deep marketing experience across healthcare. They know the industry and where the market – and its marketing – is going, allowing them to help you navigate what's ahead and what to do about it.



## Focus on You

Every client is a little bit different. Their work succeeds because they focus on what matters to you, your organization, and your audience. They love clients that push them, and they never push for a strategy, approach, or framework just because it's how they've always done it.



# Hedy & Hopp's Full-service Healthcare Marketing Capabilities

## Marketing & Audience Strategy

Use data to discover who your best audiences really are and what they want to develop experiences that meet these needs and hit your goals.

## Paid Media & Campaign Management

Bring your marketing strategies to life across various audiences and channels through campaigns that are designed to deliver.

## Data & Analytics

No one gets more joy out of data and analytics than they do. They'll help you find joy in using data to design and improve upon your marketing programs.

## Website Design & Development

They'll combine user analytics, best practice design, and the right functionality so your website delivers joy and results.

## Campaign Testing & Optimization

Optimize your marketing campaigns from every angle to take them from good to complete goal-getters.

## Search Engine Optimization

Blend content by using technical and local SEO strategies to ensure you show up when and where your audience is searching.

## Branding & Creative

Capture audience attention and drive results with high-performing creative that, well, just works.

## Healthcare Marketing Compliance Audits

Ensure your healthcare marketing efforts are compliant and effective as privacy guidelines evolve.

Like positive and proactive results as much as Hedy & Hopp? Reach out today to schedule a consultation.

## Jenny Bristow

CEO & Founder

Hedy & Hopp

[jenny@hedyandhopp.com](mailto:jenny@hedyandhopp.com)

314.435.1713



WESTERN HEALTHCARE ALLIANCE

Collaborating to **Improve Rural Healthcare** | [wha1.org](http://wha1.org)

