AI Powered Communications

Constituent engagement:
The Health Collaborative's use of Cerkl

The Challenges

Large audience with diverse interests

- Our audience is especially nuanced because we work with such a diverse multi-stakeholder group. From care providers, to hospital C suite, to business owners, policy makers, insurance providers, and with our Gen-H group we have some direct line to consumer.

- Existing tools weren't working

- Struggling with Constant Contact engagement. We spent thousands of dollars and countless hours creating bi-monthly news that was getting dismal engagement.
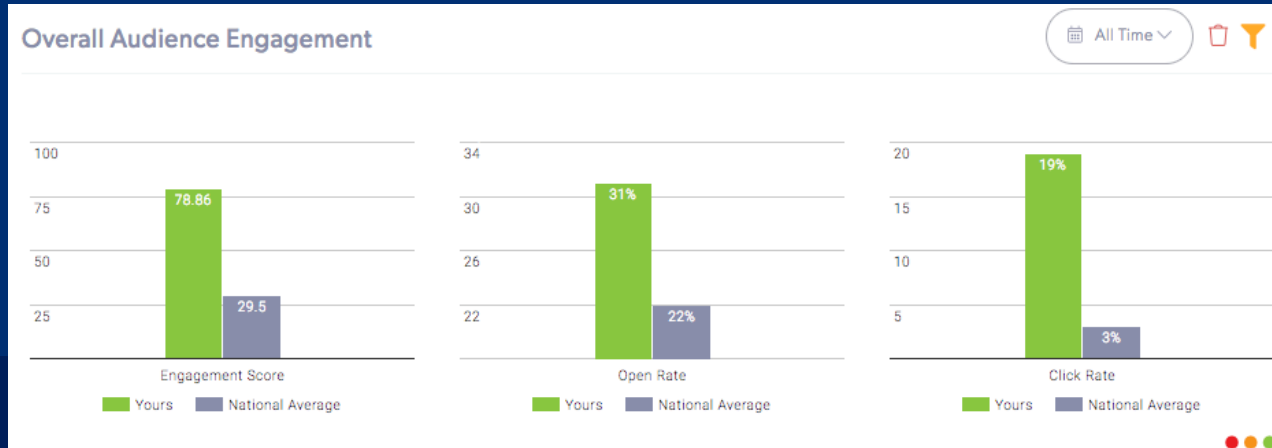
Audience Disengagement

- Open rates were good if they got to 20%.
- Click through rates never got out of the teens.
- The resource drain was hard to justify for something that wasn't working.
- Lack of valuable insights.

Team Frustration

- Our team was frustrated and defeated.
- If we're trying to create content for each of those audiences, it becomes more than a full-time job for 2-3 people.

The Solution

- Automated personalization for newsletters
- Audience engagement now has a score above 70% meaning not only have we seen an increase in the number of people opening our content, but the click thru rate is 6x the industry average.

Overall Audience Engagement — All Time

Engagement Score: Yours 78.86, National Average 29.5
Open Rate: Yours 31%, National Average 22%
Click Rate: Yours 19%, National Average 3%

Example: Hospital Member Event focused on improving internal engagement

- Able to target invites not only to people who were interested in events but those who were engaging with stories we put out on healthcare workforce (one of our personalized categories).
- The result was a packed house of people. We've used this strategy for all of our events.
- Sometimes that means using the insights to make personal connections, reaching out to people to invite and/or finding out how we might better meet their needs.

Employee engagement to help with talent retention *(how some of our members use this type of personalized news).*

- Bottom line impact: it can cost 2x a nurse's salary to replace the position.

AMERICA'S PHYSICIAN GROUPS

Improving Health Outcomes

- AI to bring about long-term behavioral changes to individuals through custom content based on their health status and healthcare needs.

- When combining data from Cerkl with healthcare technology like Epic, you can send helpful articles to patients that will help them stay healthier.

- Examples: smoking cessation, diabetic friendly recipes, etc.