

customer
centricity

begins

Profitability *✓* With Customer Centricity

As the 2012 Gartner & 1to1 Media CRM
Excellence Award winners prove, taking
a customer-centric approach to business
takes care of the bottom line.



Centricity begins Profitability ✓ With Customer Centricity

There's an adage in business that says, simply, take care of your customers and the bottom line will take care of itself. Winners of the 2012 Gartner & 1to1 Media CRM Excellence Awards are proof that this is true. Organizations that employ strategies designed to build customer value build organizational value as a result.

Through our joint awards program, 1to1 Media and Gartner spotlight excellence among organizations that take a customer-centric approach to improving their business performance and have seen exceptional results from doing so. The 2012 Gartner & 1to1 Media CRM Excellence Awards honor successes in six categories: Customer Analytics, Customer Experience Excellence, Customer Service, Integrated Marketing Performance, Sales Effectiveness, and Social Engagement. This year we recog-

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nize three winners in each category—one winner hails from EMEA, the others (one gold, one silver) from the Americas—and will celebrate their achievements at the corresponding Gartner event. We honored the Americas winners at the 2012 Gartner Customer 360 Summit (Orlando on March 14). We'll announce and celebrate the EMEA winners at the Gartner Customer Strategies & Technologies Summit (London on June 11).

"The interesting thing in reviewing the submissions for the CRM Excellence Awards is the creativity firms bring to the notion of becoming customer centric," says Scott Nelson, managing vice president at Gartner and co-chair of the awards. "Firms increasingly realize that it is about understanding what the customer really wants, not just what they think they want. And the winning submissions come up with innovative and exciting ways to make that happen."

In the stories that follow, the winners of the 2012 Gartner & 1to1 Media CRM Excellence Awards reveal how putting customers at the core of their business strategies drives profitable growth and superior business performance. — **Ginger Conlon**

The 2012 Gartner & 1to1 Media CRM Excellence Awards, Americas, winners are...

BY CYNTHIA CLARK, MILA D'ANTONIO, THOMAS HOFFMAN, AND ANNA PAPACHRISTOS

★ SILVER

Highmark Gets Proactive With Patients

The health insurer's Health Partner program sends condition-specific, proactive communications to patients to help keep them healthy.

For patients, navigating the healthcare system isn't always easy. Highmark, a health insurance provider, wants to be a guide for patients and their families in these efforts, particularly among seniors on Medicare. So, in 2008 the company, along with WebbMason, launched the Health Partner program, which sends ongoing education and proactive health prevention messaging to these patients and their health partners (e.g., parents, spouses, children) to help monitor and improve the patients' health and to involve their health partners in their care.

Cynthia Dellecker, senior vice president of Highmark's senior markets and health plan operations, says the goal was to create a partner program for the people who are engaged in the health and well being of their relatives. "We wanted to create a program where we pushed out the information to the health partner to educate them," Dellecker says.

Last year Highmark evolved the initiative into an automated marketing program that targets members with chronic conditions. Highmark sends members and their health partners condition-specific communications, and then leverages a dashboard to provide real-time analysis of resulting trends. The automated program kicked off last May after Highmark, using tools from Unica, analyzed internal and demographic data and identified the members who could benefit the most based on

triggers like a cancer diagnosis or frequent emergency room visits. Highmark then sent those members mailings to invite them and their health partners to join the Health Partner program.

Upon enrollment, members receive personalized welcome letters (or emails); ongoing mailings deliver condition-specific and timely information to enrollees designed to educate them and their health partners on issues like healthy eating, as well as

provide medication checklists and list hospital stay requirements.

An integrated analytics dashboard, created by WebbMason, allows Highmark's executive team to review campaign effectiveness. So far, the program results look healthy. Between May and September last year, Highmark mailed 138,257 enrollment invitations with the goal of acquiring 7,000 members. By December 5 the program

reached 142 percent of goal with 9,922 enrollees, driving five times the enrollments as the first two years of the manual program.

Carrie Sepesy, product consultant, senior markets at Highmark, says that going forward the company will analyze member plan retention and adherence to case management. The company is also still working on creating a benchmark to correlate the program's benefits to any potential declines in hospital readmissions or drop in medical errors. Sepesy adds, "Our goal is to retain that population in the program and keep them healthy as long as possible."

business boost

The automated, proactive Health Partner program reached 142 percent of its goal, driving five times the enrollments as the first two years of the manual program.

Gartner & 1to1® Media

CRM 
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Awards

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Your colleagues at WebbMason are thrilled that Gartner and 1to1 Media have recognized the integrated marketing efforts that have helped make the Highmark Health Partner Program an enrollment and ongoing member participation success. Hitting 142% of goal in just five months is only the beginning....

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