



# ClickDimensions

## CASE STUDY

### UAB Health System

*Communicating effectively with diverse audiences*

The University of Alabama at Birmingham (UAB) Health System is an academic health center located in Birmingham, Alabama. The UAB System is the largest employer in the city of Birmingham, and second largest in the state of Alabama. UAB Hospital is the centerpiece of the UAB Health System. It was established in 1945 as the teaching hospital for the University of Alabama School of Medicine, and today UAB Hospital is one of the four largest academic medical centers in the United States.

**University of Alabama at  
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#### Internal and External Audiences

As one of the largest academic health centers in the United States, UAB Health System (UABHS) has a wide variety of individuals with which to communicate each year, including doctors, nurses, patients and prospects. "We currently have internal physician and nursing marketing lists of over 2,100 and 4,300 employees respectively," says Justin Slaughter, the health system's CRM marketing analyst.

The organization had been using an email marketing product to manage their communications, but it wasn't as flexible as their marketing team needed it to be. "There was limited control, and the results were not measurable," explains Maelynn Cheung, director of digital media and communications for UABHS.

Marketing to both employees and consumers, the UABHS marketing and communications team needed a way to easily segment their audiences, differentiate the content that was delivered to each audience, track the performance of their email campaigns, and evaluate the results in order to continually improve the effectiveness of their communications.

#### Creating Healthy Email Campaigns

Working with their Microsoft partner, 2B Solutions, UABHS implemented Microsoft Dynamics CRM to support their digital marketing strategies. "Once we settled on our CRM, we reviewed email marketing solutions that had strong integration with Dynamics CRM," says Cheung. "ClickDimensions was the strongest product and was also supported by the same team from whom we licensed our CRM (2B Solutions). That made it an easy choice for us."

UABHS ramped up their usage of ClickDimensions in mid-2013. "We began transitioning older emails to ClickDimensions templates, set up auto sends

#### Challenges

- Need to communicate with a variety of different audiences, including physicians, nurses, patients, and prospects
- Existing email marketing solution was not flexible enough to meet the health system's needs
- Results on email campaigns were not measurable

#### Solution

- Integrate ClickDimensions with the Microsoft Dynamics CRM platform adopted by UABHS
- Using CRM marketing lists with ClickDimensions, create email campaigns that are specific to each audience
- Utilize ClickDimensions forms and landing pages to capture prospect information

#### Benefits

- Nearly 3 times more emails delivered in 2013 over the previous year, and even more planned in 2014
- Successful email campaign that resulted in a 63% open rate and 14% click rate
- Tracking and measuring the performance of each campaign allows UABHS to better serve each audience

using CRM workflows, and created ClickDimensions forms and landing pages,” explains Slaughter. In 2012, UABHS had sent 45 emails with 28,806 deliveries. By the end of 2013, their numbers increased to 2,581 email sends with 83,355 deliveries. And 2014 is trending upward to even more emails.

Because each of their audiences (physician, nurse, patient and prospect) vary in their interactions, segmenting email campaigns and the results of those campaigns is important to UABHS. “Being able to evaluate performance has helped us refine our physician and nursing newsletters,” says Slaughter.

The marketing team does quite a bit of split testing with their emails – using different subject lines, ‘from’ names, and email content depending on the audience. ClickDimensions allows UABHS to evaluate the results of their split tests and even send the winning email (based on their criteria) to the remainder of their marketing list automatically. The result is more customized and engaging content specifically targeted to each of their internal and external audiences.

## Learning and Growing

ClickDimensions has been instrumental in helping UABHS grow their email marketing efforts. “Since implementing ClickDimensions, we have done more email marketing than we had ever done before, and will strategically increase the use of email marketing moving forward,” says Cheung.

“One of our most successful downloads is our Heart Healthy Cookbook,” Slaughter explains. “Using a ClickDimensions form, we capture prospect information on our website when a visitor downloads the book.”

“Externally, our largest campaign has been the promotion of one of our Heart and Vascular Clinics during the fourth quarter of 2013,” adds Slaughter. “This campaign consisted of three eBlasts along with follow-up thank you emails to those who completed the call to action.” The campaign was highly successful for UABHS. Of the 24,388 emails sent as part of the Heart and Vascular Clinic campaign, 63% of those emails were opened and 14% of the recipients clicked a link in the email.

ClickDimensions has become part of the UAB Health System’s long-term learning process. “Campaigns to each of our different audiences can’t be compared apples-to-apples,” says Cheung. “We use ClickDimensions to help us segment our results so what we can evaluate each one in context and ultimately strengthen the relationship with each of our audiences.”

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Maelynn Cheung  
Director, Digital Media &  
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