

The healthcare industry's trusted growth partner



WebMD Ignite is the only full-service, healthcare-specific growth partner for health organizations, healthcare professionals, providers, and health plans. We help guide people to better health at all stages of their journey, from Discovery to Recovery.

Achieve your growth goals

Our comprehensive expertise and breadth of capabilities create seamless, personalized health experiences. They anticipate individual needs, empower action, and optimize outcomes. The result is enhanced brand reputation, deeper loyalty from patients, members, and healthcare providers (HCP), and increased lifetime value and demonstrable ROI for our clients.

We partner with health organizations to help them:

- Optimize growth and improve efficiencies
- Attract new patients/members while nurturing and retaining existing ones
- Build HCP loyalty and establish strong referral networks
- Establish a favorable and differentiated brand reputation
- Prove demonstrable ROI by measuring what matters
- Motivate individuals to make better health decisions

Marketing Solutions

Featuring the most comprehensive industry experience, healthcare-specific, data driven insights, and unprecedented reach. At the foundation: a fusion of data, insights, strategy, and award-winning creative to help deliver strong ROI and bring healthcare brands to life across all channels. They focus on:

- **Consumer acquisition** — Enhance lead generation capabilities, satisfy consumer demand, and capitalize on the opportunities every site visitor and caller represents.
- **Consumer brand awareness** — Showcase your brand and core services with consumers through relevant, custom messaging.
- **Consumer engagement** — Deliver better patient and member experiences through highly personalized communications that empower individuals to actively participate in their own healthcare.
- **HCP brand reputation** — Establish a recognizable, differentiated, and favorable brand reputation with HCPs by reaching them with consistent messaging and digital experiences.
- **HCP referral growth** — Build HCP loyalty by establishing relationships with new providers, strengthening bonds with existing ones, and increasing referrals.

[Learn more](#)



Clinical Solutions

Offering adaptable, integrated multichannel touchpoints that create meaningful engagements for patients and members across the entire health journey, enhancing clinical efficiency and health outcomes. At the foundation: evidence-based, multimedia content developed to enhance patient and member understanding. They consist of:

- **Education assignment** — Provide a positive and seamless clinical experience, while meeting compliance and quality initiatives.
- **User experience** — Motivate individuals to make better health decisions by extending your influence and education beyond the point of care.
- **Clinical reference** — Drive evidence-based medicine in clinical practice, helping busy healthcare professionals stay on top of the most important and cutting-edge research.
- **Care Management** — Enhance care managers' workflows by providing evidence-based health education and tailored resources, improving member outcomes and satisfaction.

[Learn more](#)



Platform Solutions

Helping you target, engage, and seamlessly nurture individuals with the most extensive industry knowledge and healthcare-specific data, while upholding the highest data privacy and security standards. At the foundation: industry-tailored activation and workflow tools that flexibly integrate with marketing execution and automation investments and create a 360-view of consumers and patients to better engage and improve overall outcomes. The portfolio incorporates:



- **Consumer marketing** — Healthcare CRM capabilities that go beyond recording consumer contact information. A modern solution that helps marketers aggregate and draw on detailed demographic, psychographic, and behavioral data to develop viable strategies and deploy effective campaigns.
- **Data on demand** — Market-leading data assets to inform existing workflows.
- **Digital experience** — Manage your digital presence, facilitate consumer-centric, omnichannel experiences to attract health consumers and deliver dynamic, personalized conversion paths with websites, landing pages, and microsites.
- **Predictive power** — Intelligently target and engage patients throughout their healthcare journey while delivering indisputable ROI.
- **Privacy-first marketing** — Seamlessly integrate high-performance marketing services and technologies with HIPAA-compliance in mind.

[Learn more](#)

Content Solutions

Helping you engage and guide health consumers to improve equity and access to critical health information, support population health initiatives and shared decision making, meet compliance and quality initiatives, and enhance the consumer experience. At the foundation: self-directed learning, marketing and engagement, and clinician-directed intervention, deployed through our omnichannel distribution capabilities. They consist of:



- **Digital clinical collections** — Curated libraries of multimedia educational content made for a variety of preferences and learning styles.
- **Digital consumer collections** — Evidence-based and engaging multimedia articles and interactive tools to help consumers make informed decisions.
- **Custom content** — Fully customizable publications, calendars, newsletters, social media, web content, and more.
- **Print media** — Support diversity equity and inclusion (DEI) initiatives and patient learning preferences for customer outreach, care manager directed learning, and in-person, patient-provider teaching.

[Learn more](#)

Analytics Solutions

Featuring data science and analytics expertise from the longest-running, continuously learning predictive models in healthcare. At the foundation: breadth and depth of data run against years of optimizations, leveraged learning techniques, and the precise experience of data scientists. Each time our healthcare analytics solution runs against our expanding repository of curated data, the output is further optimized. They focus on:

- **Pinpointing the right audience** — Drive high-value service line growth, improve campaign success, and reduce inefficient marketing spend.
- **Optimizing marketing campaign results** — Identify operational gaps, and attribute clinical and financial outcomes with data-backed insights and real-time performance intelligence.
- **Consumer preference** — Comprehend (and visualize) preference and needs based on key differentiating health care behaviors and household insights.
- **Consumer opportunity** — Determine top consumer healthcare niches in the market with an assessment of your key service line opportunities.
- **Retention** — Improve retention rates with a visual exploration of retention metrics, trends, and near- and long-term financial impacts.
- **Referral growth** — Identify top service opportunities to improve referral patterns and reduce out-of-network leakage.

[Learn more](#)



WebMD Ignite is the growth partner for healthcare organizations. We guide people to better health at all stages of their journey, from Discovery to Recovery. Our comprehensive experience and unprecedented reach generate measurable results within the industry. By applying data and analytics at scale, we engage individuals with timely, relevant messaging that optimizes experiences and outcomes, driving loyalty and lifetime value for our clients. Learn more at webmdignite.com.