

How A Leading Medical Association Used Predictive Analytics To Improve Their Membership Rates

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Our marketing campaigns were expensive.

We had no way of segmenting our lists so we were sending mail and marketing material regardless of fit. Not because we wanted to, but because we had no other options.

The Challenge

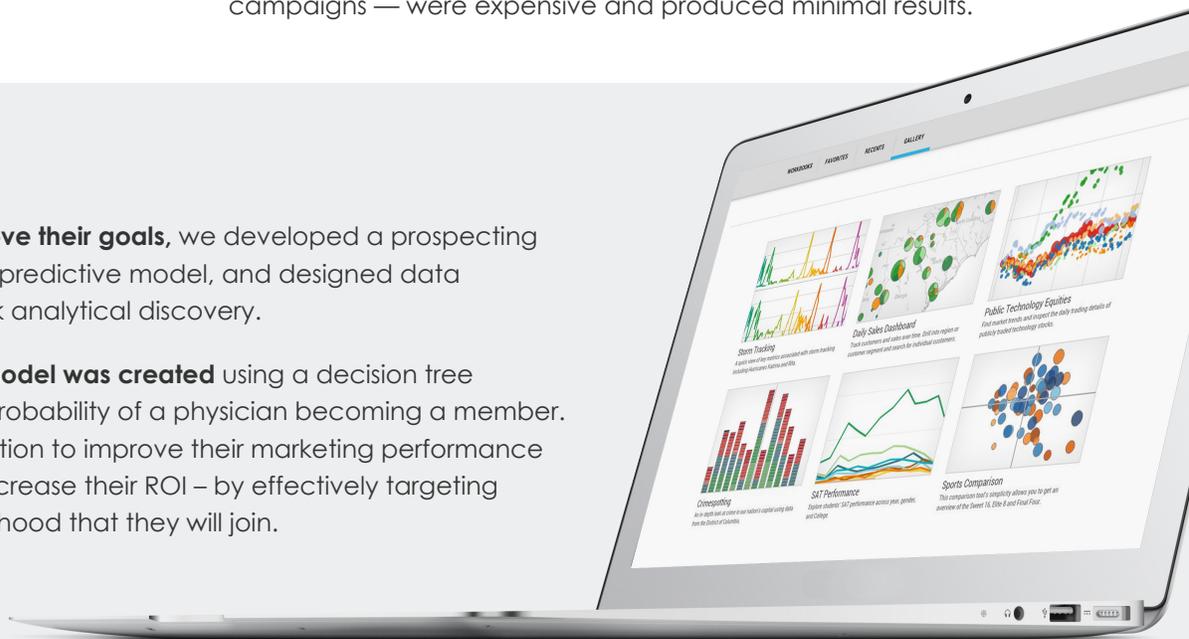
Our client is one of the largest medical associations for physicians and medical students in the United States. They have been feeling the pressure of flat enrollment rates and high-levels of competition from specialty medical associations. To face this challenge, the medical association needed a way to increase their new membership rates and improve their retention rates, in a cost effective manner that produced a positive return on investment (ROI).

They were working with an old, severely limited, and unreliable predictive model that required extensive manual processing, which made it difficult to analyze results, and made segmentation of their members difficult. As a result, all marketing campaigns — monthly direct mailings and email campaigns — were expensive and produced minimal results.

The Solution

To help the association achieve their goals, we developed a prospecting predictive model, a renewal predictive model, and designed data visualizations to support quick analytical discovery.

The prospecting predictive model was created using a decision tree algorithm to determine the probability of a physician becoming a member. This model allows the association to improve their marketing performance – decrease their costs and increase their ROI – by effectively targeting physicians based on the likelihood that they will join.



The renewal predictive model we developed was created using a logistic regression algorithm. The model allows the association to increase association renewal rates by identifying less responsive members and measuring alternative contact strategies.

Using the leading data discovery tools, we designed a data visualization platform. This allowed the marketing team to focus on optimizing their campaign strategies rather than spending loads of time identifying target lists. They could create their own logical groupings to generate more targeted and segmented lists.

The Delivery

In about 8 weeks, the association had their new models and better data visualization. We worked with them shoulder-to-shoulder to make sure the models included the data they needed, or wanted.

The Association will be using these models to run marketing campaigns going forward. Currently, they are running the models to discover and analyze patterns among their potential and current members.

The Results

The Association is slowly turning around the declining trend that has plagued the medical and membership industries.

For the first time, they can calculate renewal scores for members, giving them the ability to increase membership retention rates. They have been able to discover leading predictors in membership renewal and join rates such as, but not limited to, physician's lifecycle, total membership years, affiliation type, age category, and employer.

Through our solution, the association was able to:

- 1** **Have their marketing team, and other departments, use two predictive models.** They saved time because they streamlined the model building process and reduced the manual steps involved.
- 2** **Calculate the probability that a physician would join the association.** With this knowledge, they were able to improve the efficiency of their marketing platforms.
- 3** **Calculate the probability that a physician would renew their membership.** With this knowledge, they were able to use different communication channels to increase their renewal.



Through discovery and visual analysis, the marketing team was able to create their own logical groupings of physicians to **generate more targeted and segmented direct mailings.**



Start leveraging your data today.

For a free 30-minute consulting session, Call 1-888-902-1970

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