

# Practice Plus Group

## Transforming Marketing Automation with Microsoft Dynamics 365 Customer Insights

Practice Plus Group hospitals aim to unlock access to excellence for every patient; they take care of NHS patients, often with shorter waiting lists than NHS hospitals, and offer fast access to more affordable high-quality private treatment via Wellsoon private healthcare, for those choosing to pay for themselves or use insurance. Wellsoon private healthcare from Practice Plus Group is a new kind of private healthcare, one that takes the pain out of the complicated and costly world of private hospitals.

### The Challenge

Practice Plus Group faced challenges in how they wanted to engage their customers and manage their marketing operations effectively. Their email marketing tool had limited segmentation capabilities, resulting in a lack of automation for multi-channel engagement. They required a robust solution to streamline their marketing efforts, enhance customer journeys, and ensure compliance with GDPR regulations while improving engagement with private patients.

With high quality surgery including hip and knee replacements, cataracts and hernia repair in 4 to 6 weeks, honest pricing and no hidden fees, they will get you back to your best sooner than you thought, for less than you think.

**Kerv Digital has supported Practice Plus Group since 2021.**

### Customer Testimonial

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"Partnering with Kerv for our email marketing automation has been a great success. The Kerv Functional Consultant worked seamlessly with Practice Plus Group's marketing team, bringing deep expertise in the Customer Insights module that ensured a smooth and efficient implementation. We've saved countless hours on manual tasks, allowing our team to focus on strategy and creativity. Personalised campaigns now reach the right people at the right time, driving stronger engagement and conversions."

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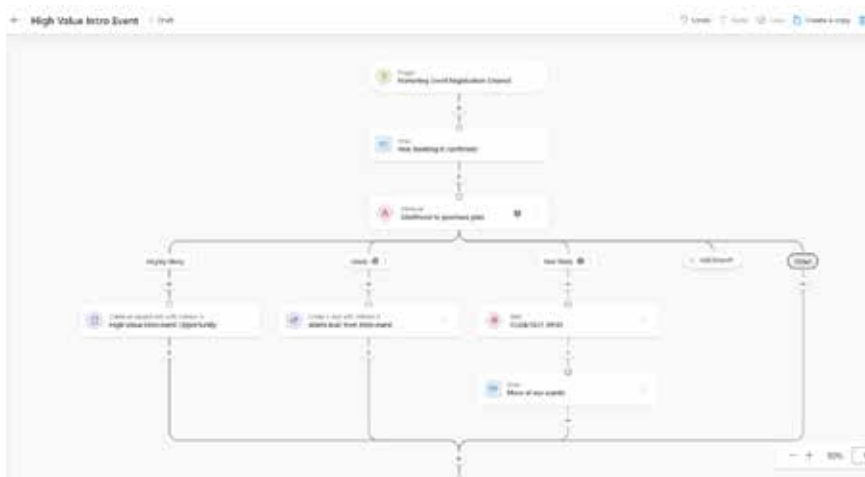
Karen Roberts,  
Senior Web Manager, Practice Plus Group

## The Kerv Digital Approach

To address these challenges, Kerv Digital implemented Microsoft Dynamics 365 Customer Insights, introducing a structured and phased approach to deliver impactful transformation over 8 weeks:

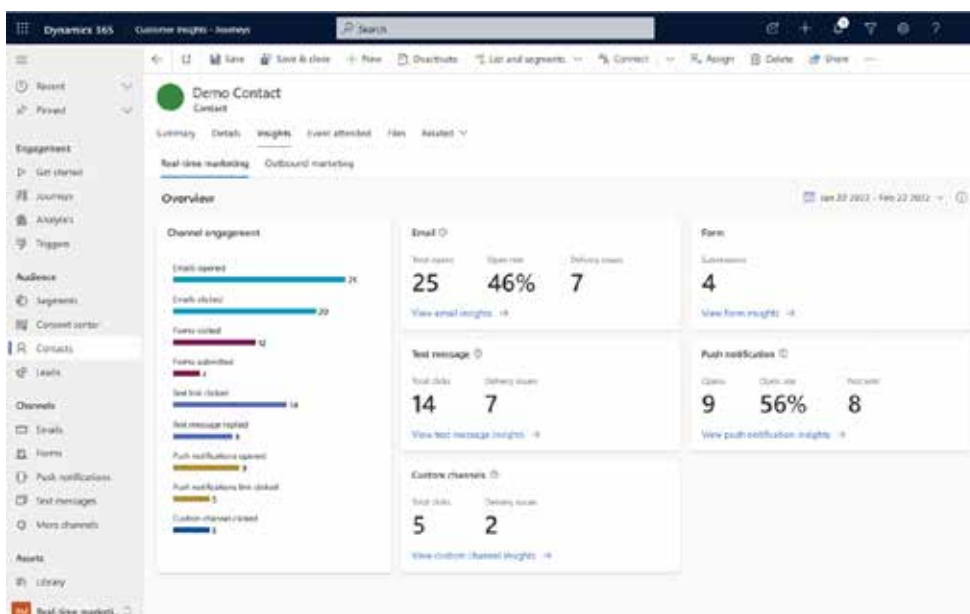
### Phase 1: Laying the Foundation

- Migrated all contact data from Current Marketing Platform into Microsoft Dynamics CRM with structured segmentation.
- Implemented automated email journeys for private patients
- Designed nurture campaigns for 'cold' opportunities, increasing engagement through strategic re-engagement emails.
- Ensured GDPR compliance with a robust opt-out and preference management system.



### Phase 2: Personalisation & Lead Optimisation

- Enabled dynamic segmentation
- Deployed personalised customer journeys to increase engagement across key target groups.
- Launched a self-updating newsletter system, capturing real-time sign-ups and preferences.



## The Outcomes : Measurable Success

**Enhanced Efficiency:** Automation significantly reduced manual effort in marketing processes, allowing the team to focus on strategy and innovation.

**Improved Engagement:** Personalised journeys led to higher conversion rates, ensuring patients and stakeholders received relevant communications.

**Data-Driven Decisions:** Real-time insights and segmentation allowed for smarter campaign planning and execution.

**Seamless Transition:** Migration from the existing email marketing tool was completed with zero data loss, maintaining business continuity.

## Customer Testimonial

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“Working with the right partners to deliver key business outcomes is of critical importance. Kerv understood our requirement and deployed highly skilled resources that worked closely with us to deliver the required outcomes. The insight generated and time freed up from manual tasks has been transformational for the team.”

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Barry Nee,  
Chief Information Officer, Practice Plus Group

Kerv Digital’s structured approach quickly enabled Practice Plus Group to operate with a highly efficient, automated, and data-driven marketing system.

Microsoft Dynamics 365 Customer Insights has empowered their marketing team with precision targeting, enhanced engagement, and scalable operations, ensuring they continue to provide high-quality healthcare services with optimal outreach.