

## MARKETO ENGAGE | Architecture in Healthcare

### Proven Experience Across Healthcare

Leadous has supported leading healthcare organizations in designing, implementing, and optimizing Adobe Marketo Engage to drive measurable outcomes, including:

- **Kalderos** – Automated provider communications and reporting workflows
- **ReTrace Health** – Patient engagement and nurture journeys at scale
- **Sagent Pharma** – Regulatory-compliant campaign execution and visibility
- **About Healthcare** – Multi-system data integration for patient referral programs and patient transfer

### Our Healthcare Marketo Architecture Approach

#### 1. Platform Foundation

- Core Marketo instance build aligned to HIPAA & regulatory requirements
- CRM integration (Salesforce, Microsoft Dynamics, or custom EHR systems)
- Standardized data governance, scoring, and segmentation models

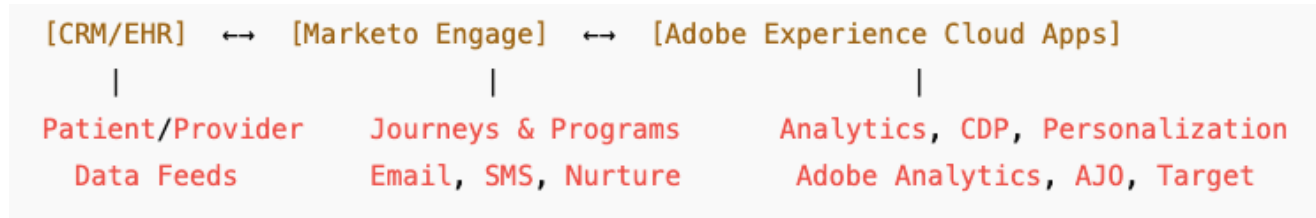
#### 2. Journey Orchestration

- Patient/member lifecycle programs (awareness → engagement → retention)
- Multichannel coordination (email, SMS, call-center, events, portal)
- Personalization frameworks driven by clinical or behavioral triggers

#### 3. Data & Insights Layer

- Integration with analytics & attribution (Adobe Analytics, Bizible)
- Unified reporting to track referral growth, engagement lift, and ROI
- Compliance-friendly dashboards for both marketing and compliance leaders

## Sample Healthcare Marketo Architecture



## Why Leadous

- **15+ years** of Adobe platform expertise
- **Deep healthcare experience** with provider, pharma, and healthtech clients
- **Proven frameworks** for complex data + regulatory environments
- **Outcomes first** – measurable growth, engagement, and compliance

**ABOUT LEADOUS INC.** Leadous is a full-service global consultancy for brands that deliver exceptional experiences to the journey makers and the journey takers, helping marketers and technologists turn complexity into clarity. Leveraging strategic partnerships (Adobe, Salesforce, HubSpot, IBM, and Oracle and more) to unlock the full value of their investments. With deep platform expertise and a human-first approach, Leadous helps clients streamline operations, activate data, and transform strategies into measurable outcomes. Whether optimizing for performance, scaling personalization, or architecting for intelligence, Leadous leads with insight, precision, and partnership every step of the way.

Digitally transforming the way marketing connects with people.

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