



Driving timelier treatment through engaging experiences

Challenge

A local healthcare provider in Illinois recognized an opportunity to increase utilization of its oncology services by promoting screenings for three types of cancer: breast, lung, and colon. While its hospitals provide full-spectrum care for cancer — from diagnosis through treatment and recovery — the health system wanted to focus on the importance of cancer prevention and the convenience of receiving cancer screenings through its many community-based outpatient locations. They partnered with WebMD Ignite for help identifying and successfully engaging those consumers most interested in cancer content and services.

Solution

To increase oncology encounter volume, WebMD Ignite proposed a multi-channel campaign with multiple touchpoints, including direct mail, email, paid search ads, social media, targeted display ads, and health risk assessments. All of these touchpoints led consumers to one of three client-branded oncology campaign sites, prepackaged with relevant cancer content and strategically designed to drive conversion. The campaign leveraged data segmentation models and clinically based predictive models to identify consumers within the service area who were most likely to be interested in content and services related to breast, lung, and colon cancer.

SOLUTIONS

Ignite Activation Services
Ignite Growth Platform
Campaign Landing Page & Microsites
HealthAdvisor

RESULTS

Total oncology encounters

41.6K

New patients

917

Contribution margin

\$10.3M

ROI

41:1

Producing edgy, engaging creative centered around the three microsites, the WebMD Ignite team built a robust oncology campaign that promoted awareness, reminded recipients of overdue screenings, and offered helpful cancer content and available next steps.

Results

Yielding \$10.3 million in contribution margin and a 41:1 overall return on investment, the campaign successfully generated 41,620 total oncology encounters and 917 new patients.

According to Nielsen metrics, people exposed to the targeted ads responded more positively to the brand than those who didn't see the ads. The majority of visitors were women concentrated in three ZIP codes, and 97% of all patients had either Medicare or commercial insurance.

As expected, mammograms eclipsed lung screenings and colonoscopies. They also yielded more net new patients than the latter two screening options combined — and nearly double the contribution margin. Moreover, the partnership with WebMD Ignite netted 307 inpatient visits, generating \$1.7 million in contribution margin — and timelier treatment for patients.

12 MONTH CAMPAIGN STATS

Impressions

3,103,068

Clicks on digital ads

43,882

Oncology encounters

41,620

New patients to the system

917

Contribution margin

\$10.3M

Overall ROI

41:1

ADDITIONAL DOWNSTREAM RESULTS

Inpatient visits

307

Contribution margin

\$1.7M



WebMD Ignite is the premier growth partner for healthcare organizations. As industry experts, we empower decision-making insights across the entire health journey by integrating our proprietary technology, unrivaled reach, strategic targeting, business intelligence, and vast educational resources. Our solutions are purpose-built to solve healthcare industry challenges to boost acquisition, build loyalty, and ignite action that optimizes health outcomes and operational efficiencies. Learn more at webmdignite.com