Competitive blunting for a considerable edge

Challenge

A not-for-profit health system in the Southeastern U.S. is focused on achieving a superior reputation. They strive for 5-star reviews whenever possible. Because of intense regional competition, they need to consistently find new ways to create lead generation, including getting people to book appointments with providers at their various locations.

Solution

The solution was Care Finder, a low-funnel tactic, capturing consumers researching local physicians. It provides full-service lead generation in a medically relevant moment, via premium profile placements and competitive blunting, the process of redirecting website visitors from their competitor's doctor profiles to their own. Care Finder offers contextual promotion of providers across WebMD and Vitals.com, and leads are guaranteed.

Working with the WebMD Ignite team, the health system positioned itself in front of geo-targeted users ready to see a doctor while optimizing profiles for conversion. Comprehensive listings featured headshots, bios, care philosophies, patient reviews, and videos. Integrating physician recordings and interviews into Care Finder listings was a first — and is now a best practice for future clients. These recordings help consumers connect with physicians and choose one they trust.

SOLUTIONS

Care Finder

Ignite Growth Platform

Digital Experience Engine

4-MONTH RESULTS

Total leads
1.7K

Total patients
113

Total visits
329

Total contribution margin
$780K

ROI
$7.88:1

eHealthcare
LEADERSHIP
AWARDS 2025
WINNER

WebMD Ignite™

As a Care Finder partner with stringent reputation standards, the WebMD Ignite team enabled an API that integrated with the organization's internal patient review system. This allowed the marketing team to have reviews from all over the web consolidated in one place, to holistically manage and respond to them as needed through their reputation management vendor.

Finally, as an Ignite Growth Platform client, they qualified for Care Finder ROI reporting. The platform afforded the ability to monitor and report on campaign performance through interactive dashboards. By filtering downstream patient encounter data, reporting proved contributable measurable outcomes such as total leads, patients, visits, and contribution margin.

Results

The campaign ran in total for eighteen months and was immediately successful. Lead generation wildly exceeded the upfront guarantee included with Care Finder, generating leads at a 2:1 pace. **During the last four months alone**, there were 1,794 total leads generated, with 113 patients and 329 total visits. This equated to a contribution margin of $780,794, and campaign ROI of $7.88:1.

Looking ahead

As a result of these key metrics and profitable performance, the WebMD Ignite team tripled the number of guaranteed leads with the client's renewal and reactivation. To further improve effectiveness, WebMD Ignite integrated the client's DX Doctor Finder into their Care Finder listings. Doctor Finder enables real time updates to their provider profiles across WebMD and Vitals.com. This further enhances the online experience for consumers, while saving valuable time for the marketing team.

WebMD Ignite

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**.