

From clicks to care: making your provider directory accountable for growth

SOLUTION

DX Provider Finder
Ignite Growth Platform

RESULTS

ROI
15.99:1

Patient conversions
24.7% ↑

Challenge

A large health system in the Southeast recognized that its provider directory had become one of its most important digital access points. Patients were actively using the directory to search for physicians, explore provider profiles, and request appointments. But the stakes had grown higher. As AI-powered search and generative overviews increasingly intercept and resolve patient queries before they ever reach a health system's website, the window to capture patient intent is narrowing. What was once a reliable acquisition channel is now a new competitive battleground. Health systems must compete not only with other providers, but with the search experience itself.

Against that backdrop, the organization needed its directory to function as more than a utility. It needed to become a true digital front door — a conversion platform capable of capturing patient intent and contributing to measurable growth.

At the same time, healthcare leaders faced growing pressure to demonstrate how digital engagement translated into downstream business outcomes. While the directory generated consistent traffic and form submissions, the health system lacked visibility into what happened after a patient completed a form. Without a way to connect digital interactions to encounters and revenue, one of the organization's most valuable acquisition channels remained difficult to optimize and even harder to quantify.

The challenge was twofold: improve the provider search experience to support long-term growth, and establish a measurement framework capable of proving impact.

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Solution

The health system leveraged Ignite DX Provider Finder — an AI-powered conversion platform — to strengthen the provider discovery experience and make it easier for consumers to find the right physician and take the next step toward care. By creating a more effective digital front door, the organization positioned itself to engage consumers at the moment of decision-making and convert that interest into scheduled care.

The organization integrated Provider Finder with Ignite Growth Platform to establish closed-loop measurement between digital engagement and downstream utilization. Using form submissions from the provider directory as the starting point, the system tracked patient activity over a 24-month period to understand how directory interactions translated into actual encounters.

The analysis focused on attending-provider form submissions and excluded cases where patients were ultimately referred elsewhere or seen by a non-physician provider. This approach created a more accurate view of provider directory performance and enabled attribution at the individual provider level.

Results

The longitudinal analysis revealed concrete, provider-level performance data: which providers generated demand, how digital interactions influenced utilization, and where opportunities existed to better align patient demand with provider capacity.

But perhaps most importantly, the health system moved beyond engagement metrics. It was able to confidently quantify business impact, connecting provider directory activity to more than $30.7 million in overall reimbursement and demonstrating a verified ROI of 15.99:1.

Over the course of the analysis period, provider directory submissions continued to grow year over year, increasing 18% in 2024 and an additional 6.7% in 2025. The sustained growth reinforced the strategic value of maintaining a high-performing provider directory as a long-term patient acquisition asset — and as a conversion platform built to capture organic growth.

The findings also reinforced a broader strategic insight: effective provider directories do more than help patients find physicians. They capture intent, create accountability, and generate measurable business value. When paired with closed-loop measurement, they become a powerful engine for sustainable, organic growth.

Why provider search matters

A provider directory can no longer function as a digital phone book. In an era where AI search overviews are reshaping how consumers discover care, health systems need a conversion platform that captures demand before it disappears. The right provider finder helps organizations understand which providers drive demand, which digital interactions lead to care, and where opportunities exist to improve growth and access. By connecting AI-powered provider search to downstream encounters, the organization transformed a traditional website function into a measurable growth engine.

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