



Channel integration multiplies new patient opportunities and results

Challenge

The marketing team from a large for-profit healthcare system knows that consumers go to many sources for information on healthcare choices. The team had experienced success by fully deploying use of their websites, as well as third-party sites, to activate all points of access for information on the web.

They also knew however, that the true potential of the digital strategy would be realized by adding push marketing capabilities to the mix. Targeting consumers who had accessed their websites, and those who used different channels, was critical to producing compelling results beyond search capabilities alone.

With a primary focus on cardiac services, the marketing team enlisted WebMD Ignite to assess their market data and apply patient-specific clinical models to determine the strategy for success. Information captured showed the need for services, opportunity for patient acquisition, and current patient engagement within the cardiac service line. The analysis also revealed additional opportunities not being captured via search alone. Patient-specific data identified clinical indicators of service needs, and the team prioritized engagement with those wanting to proactively address their condition.

SOLUTIONS

Ignite Activation Services

Ignite Growth Platform

HealthAdvisor

RESULTS

Targets assessed their heart health

60%

Patients

1.2K

Encounters generated

4.4K

Contribution margin

\$5M+

Solution

Utilizing WebMD Ignite predictive patient models, the team identified the specific targets for their campaign. Analysis revealed 241,000 consumers demonstrating the age, gender, and other demographic attributes for need of services. Even more importantly, it revealed those who matched the clinical indications based on risk factors and physical history.

A combination of five different channels were used to reach the targets — combining paid search, social media, email, direct mail, and display opportunities. Once a target was acquired, the next step required was content designed to influence and engage, and also to help self-identify behavioral aspects that would be used to direct subsequent outreach.

Utilizing out-of-the-box health risk assessments, the team could quickly deploy tools to help them activate consumers ready to address their need — and queue up the next targets for their automated campaign. Retargeting and automated content distribution continued nurturing those targets who did not immediately make an appointment.

Results

In addition to the 500 cardiac patients acquired via vertical search capabilities, the team increased awareness and drove new patients into the cardiovascular service line by use of additional outbound marketing efforts. A full 60% of the targets took the time to assess their heart health, and these consumers were prioritized for continued outreach.

The combination of channels and targeted outreach generated 1,212 patients and 4,402 encounters that weren't previously captured solely by third-party search efforts. Identifying those individuals with a higher risk level allowed outbound marketing efforts to focus on those who were more likely to act. Combining channels and continuing to nurture those who showed interest but hadn't yet acted allowed the team to focus the deployment of educational content and risk assessment tools — and ultimately yielded over \$5 million in contribution margin, a higher-than-average margin compared to previous outbound marketing efforts. This integrated approach is now considered a best practice for the division's digital marketing strategy.

STRATEGY

Working with WebMD Ignite, the system's marketing team identified the following strategy:

1. Identify and target individuals in their service area who had clinical indicators pointing a higher risk and therefore a higher likelihood they need cardiac service.
2. Provide mechanisms that reveal behaviors demonstrating a willingness to proactively address their health condition. This would allow the team to prioritize and segment their energies into those consumers more likely to act.
3. Utilize a combination of channels and frequency to keep the topic in front of the target.
4. Present education as a catalyst to action.
5. Nurture those who demonstrated need and interest but failed to act.



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