



Removing the guesswork and risk of digital patient acquisition

Challenge

A non-profit healthcare system in Northern Indiana was looking for more ways to increase patient volume and consumer awareness. The system provides inpatient and outpatient care, serving families spanning across four counties.

Like many of their competitors, the healthcare system was investing more in digital advertising and outreach efforts in order to engage consumers at every stage in their healthcare journey. Historically, they focused their outreach efforts on one service line at a time, but with the proliferation of digital channels and a fierce competitive landscape, they were missing key audiences for additional high-value service lines. They needed a new digital strategy that ensured they were acquiring the right patients by targeting, engaging, and converting consumers as they seek care. And they needed to do so in a budget-friendly fashion, of course.

As a long-time WebMD Ignite client partner, the Northern Indiana healthcare system had already leveraged WebMD Ignite resources, such as omnichannel engagement solutions and health risk assessments (HRAs), to drive campaign execution and brand awareness. Based on their long relationship, they knew WebMD Ignite marketing experts could better predict all of the elements needed to drive acquisition most efficiently, and with budget certainty.

SOLUTION

Edge Activation

RESULTS

Impressions

6.6M

Digital ad clicks

87.5K

Guaranteed leads

5.2K

Downstream patients

2K

Downstream visits

9.6K

Contribution margin

\$4.8M

ROI

8.91:1

Solution

The healthcare system opted to go to market with five service lines: Cardiology, Oncology, Orthopedics, Primary Care, and Women’s Services. Utilizing proprietary healthcare algorithms to predict market-specific opportunities, the WebMD Ignite team systematically selected the best creative and messaging to nurture responses into identified leads. All aspects of building the digital acquisition campaign – crafting the creative, messaging, landing pages, HRAs, call tracking, and online forms – was handled so that the system’s marketing department could stay focused on additional high-value engagement activities.

Campaign tactics

The strategy was to execute social, display, and paid search tactics. By establishing a blend of these channels, while leveraging proprietary algorithms, data modeling, and artificial intelligence, WebMD Ignite guaranteed they could dynamically engage future patients across the entirety of the internet. This was achieved by creating hundreds of ads – swapping hero images, ad copy, and CTAs – so that each individual within that audience would only see ads that were relevant to who they are. Then, by leveraging a curated set of high-quality media partners, individuals were driven to a landing page that supported the health system’s brand and complemented the previously seen content. Each page included relevant info and strategic CTAs (HRA, form fill, or phone call) tailored to the individual’s needs, preferences, and motivations to nurture responses into identified leads.

Results

The decision to go to market with a mix of five service lines using proven content and best practices allowed for steady lead generation month-over-month, proving returns on investment within a matter of weeks. The campaign delivered 5,266 leads, driving 2,080 patients and 9,657 visits. The total contribution margin was \$4,826,119 for a campaign ROI of 8.91:1.

Activity summary		Downstream summary	
Impressions	6,655,549	Total patients	2,080
Clicks	87,565	Total visits	9,657
Leads*	5,266	Total contribution margin	\$4,826,119
		Attributed ROI**	\$8.91:1

Downstream summary by service line					
	Cardiology	Oncology	Orthopedics	Primary Care	Women’s Services
Total patients	1,017	432	529	1,071	439
Total visits	4,532	1,511	1,910	4,292	1,564
Total contribution margin	\$2,789,094	\$687,229	\$778,883	\$2,234,179	\$833,322
Attributed ROI***	\$22.21:1	\$9.03:1	\$14.74:1	\$10.13:1	\$16.98:1

*Form completions, HRA completions, phone calls lasting 30 seconds or more.
**ROI calculated by looking at all leads across all 5 service lines, and then the downstream encounters and contribution margin resulting.
***ROI calculated by looking at each service line independently. There is possibility that the same person had a lead in each service line.



Powering the modern healthcare patient experience.

As the premier growth partner for healthcare organizations, WebMD Ignite empowers decision-making insights across the health journey. By integrating proprietary technology, unrivaled reach, strategic targeting, business intelligence, and educational resources, our solutions solve healthcare industry challenges to boost acquisition, build loyalty, and ignite action. Visit webmdignite.com to learn more or to schedule a demo.