

Social Allows the Consumer to Drive the Journey

SUMMARY

A major healthcare system utilizes Facebook to get consumers to take a Health Risk Assessment (HRA), leading to increased use of their cardiology services.

RESULTS

AFTER 12 MONTHS:

1,953,781 Impressions

26,071 Clicks on Digital Ads

10,264 HRA completions

749 Overall patient encounters

60 Cardiology patient encounters

20:1 ROI overall for the campaign

\$21 million Contribution margin


SITUATION

A 16-hospital system in the Southwestern US wanted to increase encounters in their cardiology service line. Previous marketing efforts had provided some results, but the organization needed to optimize their efforts in conjunction with a systemwide rebrand. Working with Healthgrades, the organization was able to improve trackability, allow consumers to see/engage with the brand as a pull tactic, and push appropriate consumers to cardiology visits, using the following elements:

- Social Ads
- Health Risk Assessments
- Marketing Automation

SOLUTION

Healthgrades proposed using a strategic social tactic to increase engagement and provide consumers a high value touch point with the health system. Utilizing Healthgrades predictive models and best practices, the health system targeted specific consumer sets on Facebook. This traditionally passive channel allows consumers to see ads and then select to engage. Consumers who clicked on the ad were taken to an HRA to better understand their cardiology risks. They provided their email address to begin the assessment, and could opt to receive their personalized results, via email, at completion. Each click, completion, and action was tracked from the ad to encounter.



Additionally, Healthgrades used the data from those engaging with the ad to create look-alike audiences, allowing the health system to expand targeting. All ads were combined with a small group of push emails encouraging the consumer to take the HRA, and follow-up emails to those who engaged with the assessment. The campaign results were very positive, providing a substantial boost to both cardiology service line visits and contribution margin.

RESULTS

Over 12 months, the cardiology campaign achieved 26,071 clicks on digital ads, 10,264 HRA completions, and 60 cardiology patient encounters. This partnership with Healthgrades generated \$21 million in contribution margin, with a 20:1 return on investment.



To learn more about how the Healthgrades platform can empower your health system, your physicians, and your patients — so that you can deliver a new and better model of care while improving your top-line growth — visit partners.healthgrades.com.