



# 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 was able to successfully position itself in front of geo-targeted users ready to see a doctor, while optimizing their profiles for conversion. Comprehensive profiles included headshots, bios, care philosophies, patient reviews, videos, and more. Integrating physician recordings and interviews into their Care Finder listings was a first and has become a recommendation for future client profiles. They are a powerful tool, giving consumers the ability to relate to specific doctors, and select one they feel confident going to.

## SOLUTIONS

Care Finder

Ignite Growth Platform

Digital Experience Engine

## FINAL 4-MONTH RESULTS

Total leads

**1.7K**

Total patients

**113**

Total visits

**329**

Total contribution margin

**\$780K**

ROI

**\$7.88:1**

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 is the growth partner for healthcare organizations, helping guide people to better health from Discovery to Recovery. We use our industry expertise to engage individuals through seamless experiences that optimize outcomes, drive loyalty, and build lifetime value. Learn more at [webmdignite.com](https://webmdignite.com)