



Social allows the consumer to drive the journey

Challenge

A 16-hospital healthcare system in the Southwestern U.S. 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.

Solution

Utilizing WebMD Ignite's predictive models and best practices, the healthcare system incorporated the following tactics:

- Target specific consumer sets on Facebook with ads that, once clicked, took the consumer to a health risk assessment (HRA) to better understand their cardiology risks.
- To create a lead early on, request an email address up front to begin the assessment. Respondents could opt to receive their personalized results, via email, at completion.
- Track each click, completion, and action from the ad to encounter.
- Allow consumers to see and engage with the brand as a pull tactic, and push appropriate consumers to cardiology visits.

SOLUTIONS

Ignite Activation Services
Ignite Growth Platform
HealthAdvisor

RESULTS

Impressions

1.9M

Clicks on digital ads

26K

HRA completions

10.2K

Cardiology patient encounters

60

Contribution margin

\$21M

ROI

20:1

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Social ads



Health risk assessments



Marketing automation

Additionally, WebMD Ignite used the data from those engaging with the ad to create look-alike audiences, allowing the healthcare 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.

Results

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



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