



Providing call support and measuring marketing impact

Challenge

An academic medical center, and one of the largest hospitals in the U.S., continuously reaches out to engage its consumer and patient base. Because they have multiple departments executing marketing and outreach campaigns across various channels, they needed a partner with healthcare experience that could provide full service inbound and outbound call support, manage a high volume of calls, as well as measure impact.

Solution

The medical center, continuing a decade-long relationship with WebMD Ignite, leveraged WebMD Ignite Contact Center as a CTA for a number of direct mail, email, and digital outreach marketing initiatives. Every communication was tied to a distinct phone number that directed the consumer or patient to a Contact Center agent. When speaking with callers, agents were able to answer questions, make referrals, or even go directly to the center's website and schedule an appointment using the site's physician finder.

SOLUTION

Ignite Contact Center
Ignite Growth Platform

SIX-MONTH RESULTS

Calls

4.6K

Patients

934

Visits

2.9K

New patient visits

780

Total contribution margin

\$1.5M

Inbound and outbound calls of 30 seconds or greater were part of the tracking parameters, as was the ability to collect enough demographic information to match to a patient record and include in the reporting. With a dedicated line for each of the campaigns, as well as a general referral line, it was easy for the client to use Ignite Growth Platform to manage and track referrals, and determine the value of each caller. With this level of detail, the Ignite team helped the medical center determine actual downstream revenue once the patients were in the system.

Results

In six months, Ignite Contact Center received 4,628 calls, resulting in 934 patient interactions and more than 2,900 visits. Utilizing the demographics collected, 299 patients were identified as new to the system, resulting in 780 new patient visits, and providing \$651,509 of the total contribution margin of \$1,587,032. By achieving a 77% demographic collection rate, the Contact Center played a major role in proving ROI success to leadership.

The value of a contact center in the digital age

Ignite Contact Center also proved its value in an unexpected way. When the marketing department received direction to remove non-compliant tracking from their sites in light of evolving HIPAA Privacy rules and regulations, they were left with no marketing metrics for campaign and website performance.

As a result, the Ignite team presented a solution. In less than 48 hours, they created unique phone numbers for all campaigns that would drive site visitors directly to the Contact Center, bypassing any tracking technologies that may be collecting sensitive data. The marketing team immediately updated their landing pages and websites, and once again had a way to get valuable reporting to measure performance and maximize ROI.



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. Visit webmdignite.com to learn more.