



eBook

3 ways health and hospital marketers can hit KPIs this year

Orchestrating faster, smarter revenue-driven marketing plays starts now



Health and hospital systems have faced huge challenges and have undergone an incredible amount of change over the past few years, and this hasn't slowed down in 2023.

Patient acquisition is a top priority to drive service line growth and revenue. Now is the time to focus on adding high-value patients to reach your KPIs for the end of the year.

It's never too late to launch new marketing efforts to reach your annual goals and set yourself up for a successful year ahead. It's normal to bucket your marketing plans by the audience, message, channel, KPIs, and annual budget cycle. But patients and prospects don't experience your marketing in that way. Each interaction they have is part of a holistic experience. Skateboarding in their shoes ensures you don't miss short-term opportunities for this year or one that is six months down the road.

We created this quick guide to help you take the next-best action to support revenue-driven marketing activities.



01 Connecting patients with the care they need

Two new [studies](#) published online in [JAMA Network Open](#) show the impact of long waits, overcrowding, and patient safety issues in US Emergency Departments. With flu season just around the corner, the right message to the right prospect is critical to connecting patients to appropriate care.

Convenience settings, such as the boom of retail clinic proximity and telehealth, have addressed proximity concerns. However, [DEFT Research](#) points to the need to understand social determinants of health as part of messaging to redirect convenience ER users (users who visited the ER just once in the absence of severe injury or illness) to establish continuity of care.

Simply leveraging the healthcare data you have today isn't sufficient to create impactful multi-channel marketing strategies that deliver results. DEFT Research concluded that regardless of household income, lack of social support when needed can lead to non-emergency use of ERs. Providing the right message value, such as adding the benefit of not requiring child-care or transportation for telehealth visits for targeted populations or sharing hours and locations near bus routes for retail clinics, can help patient acquisition outside the ER.



Health system achieves 178:1 ROI on multi-channel ED redirect campaigns

Challenge

Altru Health System sought to target people who were using the ED for treatment that could be better addressed in their express walk-in clinics. Many of these people had traditionally used the ED as a starting point to direct care flow, leading to higher costs and an overuse of Altru's ED resources.

Solution

- Leveraging Personify Health's data and analytics, the Altru team partnered with experts to pinpoint the right campaign targets.
- Pre-build queries combine enriched consumer lifestyle and social determinants of health data with information from the client's EMR, like diagnosis or location visited, to identify the target audience.
- These Altru patients and prospects were then targeted with a multi-channel, multi-cycle campaign that included direct mail and email communications.
- Throughout COVID, Personify Health, formerly Virgin Pulse, helped keep audiences engaged by rapidly adjusting messaging to educate patients about "virtual waiting rooms", expanded virtual care options, and "Express Video" visits.



178:1

ROI over 2 years



20%

of those targeted
received care in
express clinics after
receiving the mailer

02 High reimbursing service line campaigns

As hospital and health system marketers, the trend of hospital consolidation means that you are likely in hyper-competition in the communities you serve. The most successful hospitals will have a plan of action supported by proven, measurable strategies and tactics and integrated CRM to show the downstream ROI of your multi-channel efforts.

One service line may be prized for its revenue potential, but other reasons exist for promoting another. For marketers, your service line campaigns, clarity on goals across the organization is critical. A service line campaign can also be necessary because of its value to or visibility in the surrounding community or gateway to the hospital, such as Women's Center campaigns that lead to downstream revenue by attracting families for routine exams.

Just as a financial advisor would never tell you to put all of your investments in one place, it is not advisable to concentrate your service line marketing in just one area. No single medium can reach all your prospects – both traditional and digital mediums shine when used together in a steady marketing repetition. Marketing works best when it is layered and when multi-channel campaigns simultaneously support each other's efforts.



Service line campaign generates nearly 100 leads in first outreach

Challenge

One hospital was looking to drive revenue and patient volume for a vascular service line, but did not know who to target, how to fully execute the campaign, or how to break patients' barriers for treatment.

Solution

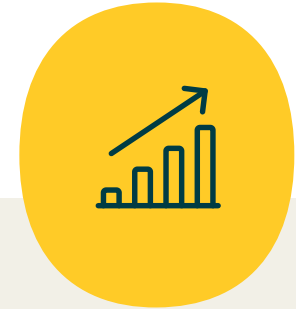
- Partnering with Personify Health, they leveraged their patient acquisition solution to execute a targeted, multi-channel campaign.
- VP Activate's consumer database and predictive analytics identified nearly 12,000 individuals in the region who were high risk for vascular issues and likely to be receptive to outreach and take action.
- Personify Health experts designed a campaign that put patients "in the driver's seat" for their vascular health. The multi-channel, multi-cycle campaign ran over a 6-week period, engaging members through landing pages, social ads, text messages, and email with a clear call to action – to schedule a vascular screening.

54%

of prospects engaged in the first campaign cycle – on the first day

4

Channels leveraged



"Wow! The rollout worked. We have 32 referrals in the first 6 hours... this is amazing."

– Health System Client

03 New mover campaigns

When it comes to highly sought-after prospective patient lists, new movers are at the top of the list. Why? New movers are open to change and highly motivated. This moment is a great time to build relationships, but it depends on how you execute your new mover campaign.

Zillow's [research](#) shows that more than 1 in 10 Americans have moved in the past year. And a [May 2021 report from the Administration for Community Living](#) projects increases in retirement moving will likely continue to rise as the number of persons reaching age 65 increases yearly. If you want to acquire these prime targets, your goal is to stand out. Why shouldn't it be you if someone needs to go to a hospital or see a doctor?

Patient acquisition happens when patients and health systems are engaged in a continuous conversation where the patient feels their needs are met. Connecting with patients in a meaningful way cannot be accomplished with one-and-done or simple direct mail. And, as a marketer, you need data not only to identify new movers but a [health CRM](#) to understand response rates and track patient utilization.

But data is expensive and time-consuming to do on your own. The new mover info you need to collect and deploy every week might seem overwhelming.

Here's the key to success – your health system must be able to get solid, reliable new mover data and act on it quickly. That can only happen if you first know who comprises your target market and you don't limit yourself to one communication vehicle. Speedily and easily diversify your approach [with Personify Health](#). From direct mail welcome pieces to referral programs to geotargeted, locally-focused digital content, we can help you achieve success without having the burden of DIY list building or managing multiple marketing vendors.

New people are moving into your area and looking for new health systems, urgent care, and private practices. Make sure you're reaching the potential new patients before your competition with our robust, multichannel, multi-touch, new mover marketing program.

Healthcare marketing guide:
[How to improve campaign performance](#)



New mover campaign converts half of prospects to patients

Challenge

A health system needed to convert new movers in their area into patients. They chose to execute a campaign that welcomed the new movers into their community by promoting three different services: Urgent Care, Primary Care, and their Health and Wellness Center.

Solution

Intelligent, Actionable Insights

- Leveraged Personify Health's patient acquisition solution and expert team for best practices to create and deliver the direct mail campaign.

Make a Strong First Impression, First to Build Relationships

- Used direct mail to target their new movers and their calls-to-action encouraged their audiences to: visit one of their Urgent Care centers, call the call center to schedule an appointment, visit them on the web to find a doctor, and bring their postcard to their Health & Wellness Center to get their first month free.



\$16M

Total charges from
new patients

2.6K

new patients
acquired

53%

new patient
conversion

Ready to turn new movers into new patients? Get in touch to learn more about our new patient acquisition tips and how we can help you reach new movers and more high-value prospects and patients with Personify Health.

Four campaigns to run in the second half of the year

Q4 is use it or lose it time with your remaining marketing budget. Here are 4 smart campaigns we recommend running in Q4 each year to grow patient volumes and drive revenues:

1. Flu vaccination

According to the American Heart Association October 2022 survey, 60% of Americans say they may delay or skip the flu shot this year¹. Furthermore, a report from the CDC finds that Black, American Indian / Alaska Native and Hispanic adults are more likely than their White peers to be hospitalized for the flu but less likely to be vaccinated against it.²

Bonus? December 6-12 is National Influenza Vaccination week with the CDC. Take advantage of this national health observance to create make a strong community impression.

To increase success in vaccinating your communities at your clinics, use multiple communication channels – including email, direct mail, text, and IVR (automated calls).

¹[American Heart Association](#)

²[Vital Signs: Influenza Hospitalizations and Vaccination Coverage by Race and Ethnicity United States, 2009 10 through 2021 22 Influenza Seasons](#)

2. Open enrollment

'Tis the season for people to select coverage for 2022. Retain patients through this potential change by sending them targeted communications encouraging them to select a plan that continues to cover care delivered by your providers. Have your own plan? Personify Health has specific programs for the growth and retention of that membership, too! Ask us for details.

3. Met deductible campaigns

Drive patient volume and revenue by reengaging patients who used the hospital and reopening of clinics to their fullest this year. Remind them that there's still time before the end of the year to get any other visits or procedures taken care of, especially if they've met their deductible.

4. National health observances

Scheduling service line campaigns around National Health Observances, such as pancreatic cancer, lung cancer, stomach cancer, and carcinoid cancer in November or cervical health awareness month in January can create unique opportunities for your healthcare organization. Why? NHOs tend to result in increased search volume and general awareness that you can use to promote action. To create community, consider promoting events and activities as part of this outreach to encourage multiple levels of engagement.

Don't delay! We can quickly get one or all of these campaigns in market for you. **Contact us**

Attract and keep new patients with Personify Health

Personify Health helps you expand your health system reach and patient volume, serve more people, and grow the business. We're here for you, whether it's designing data-driven plans to drive high-margin service-line usage, creating campaigns across audiences to help you acquire and keep high-value customers, or running seasonal or annual initiatives.

Let's talk



~personify™
HEALTH