



Capture Commercial Volume With Patients Actively Seeking Care

In addition to the toll COVID-19 has taken on frontline healthcare workers, the epidemic is hitting hospital finances hard. Hospital operating margins fell more than 100% in March 2020 alone*, largely due to revenue declines from scheduled procedures coupled with higher COVID-19 related expenses. For health systems including physician practices and ambulatory care, **margins fell more than 170%.**



Post-pandemic, health systems must find their way back to financial health.

But when does recovery begin, what will it look like, and how long will it take?

Nobody knows the answers to these questions yet; recovery will look different for each hospital. **One thing is clear: financial executives are on the hook to find ways to recoup lost revenue now.** With finite budgets, finance and marketing departments need to work together to identify measurable initiatives that will bring commercially insured patients back quickly.

As provider search rebounds, patient acquisition and retention strategies must focus on initiatives that:

- **Quickly capitalize on pent-up demand**
- **Capture commercial volume**
- **Find the most valuable patients and consumers for priority services**
- **Drive revenue growth**

All of these goals point to leveraging online digital strategies that target consumers who are already looking for care — online. With hundreds of millions of visits per year, **healthgrades.com is the largest marketplace for consumers to find, research, compare, and select a physician.**



Get a free forecast of your revenue opportunity and capture pent-up demand in your market with this highly engaged audience in **as little as 2 weeks.**

REQUEST MY FORECAST



Focus on patients who are already looking for care

IN CONTRAST TO U.S. TOTALS, even in the wake of COVID-19, Healthgrades retained a high percentage of qualified insured users. Health systems are driving that traffic into their service lines by participating in a digital acquisition program designed to convert shoppers to patients.

The program puts enhanced provider profiles in front of higher-income, commercially insured consumers who are ready to appoint. Your profiles are prominently featured in search results, pushing traffic your way **even when someone searches for a competitor**.

Unlike standard listings, the profiles include prominent calls to action including one-click access to online appointment requests or scheduling, plus a 24/7/365 call center for convenient scheduling. If one of your providers has no availability, comparable in-network providers are cross-promoted, ensuring you still acquire that consumer or retain patients who are already in your network.

All told, program participants get 3x the viewership of standard listings in a given market.



“Healthgrades.com profiles are the only proven method I’ve seen to improve payer mix.”

– CFO at mid-size southeast health system

RESULTS

AUGUSTA UNIVERSITY HEALTH

AFTER 1 YEAR

\$2.7M contribution margin

7:1 ROI based on contribution margin and net new patients only

OCHSNER HEALTH SYSTEM

AFTER 1 YEAR

19,000 new patients

11:1 ROI, including downstream activity

HENDRICKS REGIONAL HEALTH

AFTER 2 YEARS

2,776 new patients (79% increase)

63% provider searches increase

\$19.7M in total ROI

RESULTS

SPECTRUM HEALTH LAKELAND AFTER 5 YEARS

50%[▲]

in commercial payer share - new patients

384,491

patient encounters

\$100.7M

total contribution margin

6.6:1

ROI on new patients alone

“It would be insane not to expand this program.”

- CFO of large academic medical center

▶ Consumers who come to healthgrades.com have these characteristics:



40%

More likely to be
Commercially
insured



70%

Post-secondary
education



66%

Female



57%

45+ years
of age

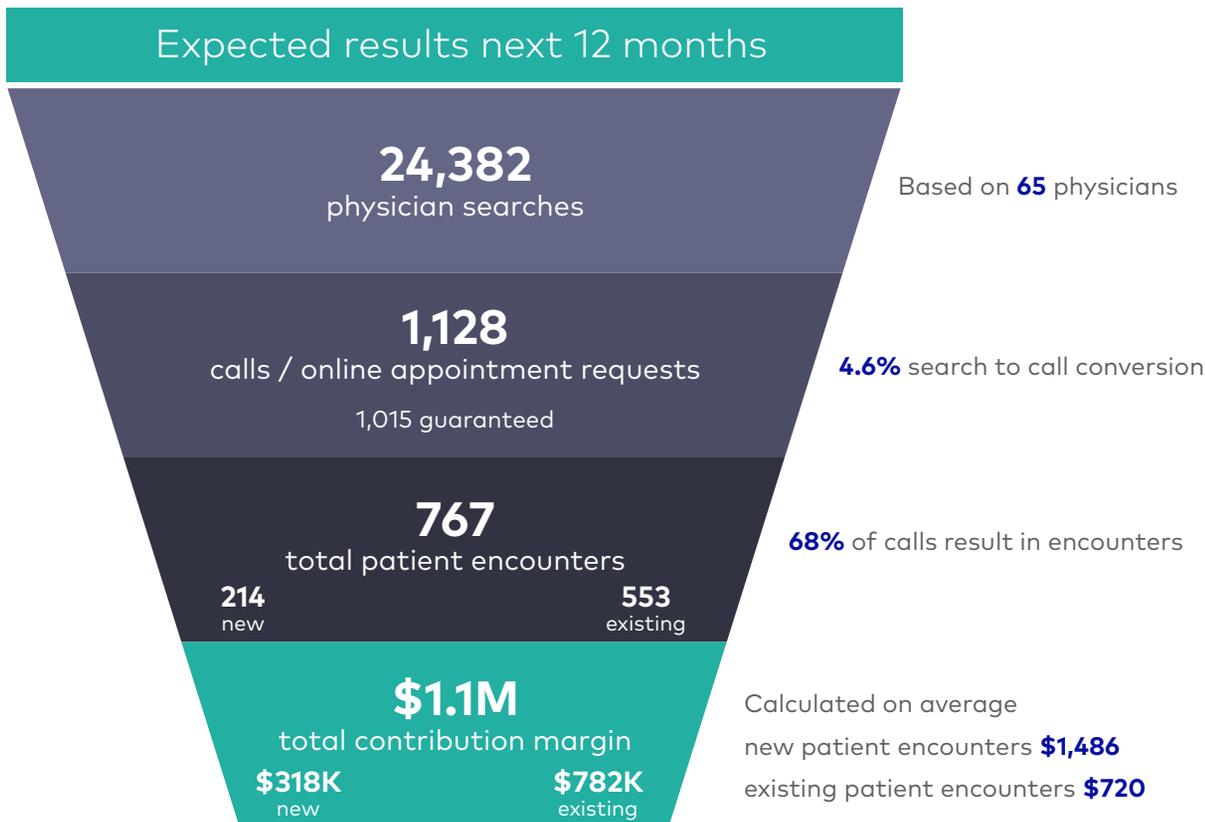


57%

Household
Income \$75k+

Quick, trackable ROI

Based on actual search volume in your market, Healthgrades can project the calls, encounters, contribution margin, and ROI you can expect in the next 12 months. Once the program is live, we can calculate actual ROI and contribution margin by matching online appointment requests and call log data from each physician's profile to your hospital's EMR and financial data (full program implementation). Hospitals see upwards of 6:1 ROI on new patients alone, and breakeven commonly occurs in as little as 3 - 4 months.



Hospitals see upwards of **6:1 ROI** on new patients alone, and breakeven commonly occurs in as little as **3 - 4 months**

*“We’ve had to slash marketing spend in traditional areas, but kept **healthgrades.com** because it delivers low-funnel, high-value leads.”*

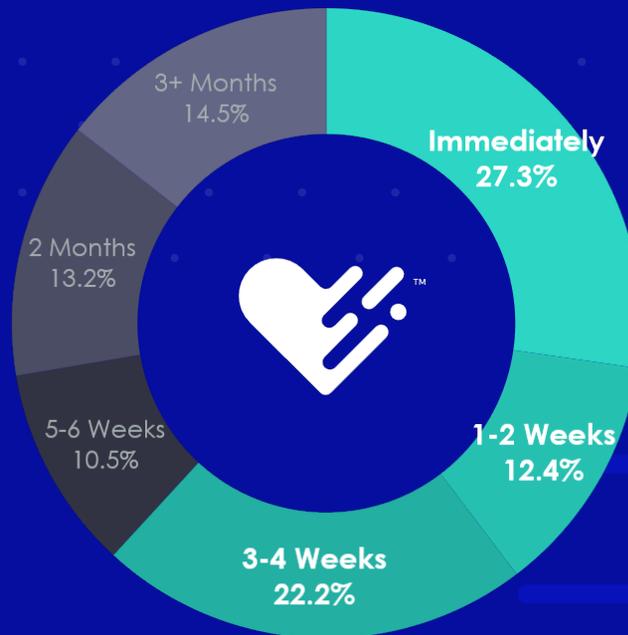
– CFO at mid-size southeast health system



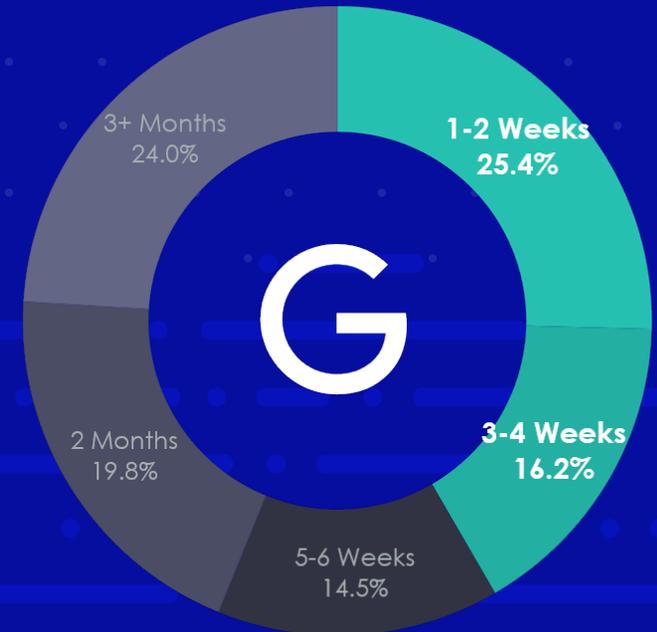
Consumers who use healthgrades.com report a higher level of readiness to return to the doctor

After COVID-19, how soon until you feel comfortable going to your doctor for routine appointments?

▶ Healthgrades users are **1.5x** as likely as Google users to resume routine visits to their doctor within one month after COVID-19



healthgrades.com users ¹



google.com users ²

1. Aided/On-site Brand Awareness Survey (On-Going Survey w/ 133 Responses)

2. Unaided Brand Awareness Data on Google Surveys (Small Group - 151 Respondents on 4/5)

*April 2020 Healthgrades user survey - as compared to consumers surveyed on Google in the same time period.



Tempting as it may be to believe that patients would have come to you anyway through your website or SEO strategy, investing in a broader, incremental strategy pays off. Consumers like to comparison shop. According to Binary Fountain,^{*} only about 35% of consumers visit a hospital website to find a physician. Many of them aren't even aware of the hospital a physician is affiliated with, making it harder to build brand loyalty. For current consumers who are online shopping around, healthgrades.com can put them back in your funnel.

“They would have come to us anyway.”

RESULTS

JEFFERSON HEALTH
AFTER 1 YEAR

53%
new patients

8,000
fewer calls with online appointment scheduling

3,000
appointments made outside regular office hours

^{*}<https://www.binaryfountain.com/news/second-annual-healthcare-consumer-insight-digital-engagement-survey-results-unveiled/>



● ● MYTH-BUSTER:

Only a fraction of patients go to a hospital or physician website as primary source for choosing a physician. The vast majority start on a third party site like **healthgrades.com** to compare ratings and reviews. With the demand for telehealth, this one stop shop will become even more important to consumer decision making.





Accelerate revenue growth with healthgrades.com

COVID-19 has forced financial departments to set aside carefully considered forecasts and start from scratch. With no resources to spare, every action counts — none more important than bringing patients back as soon as possible.

Accelerate your patient acquisition and retention efforts by standing out where consumers look for care.



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Healthgrades empowers your health system, your physicians, and your patients — so you drive high-value service line growth, enhance patient access, and improve network utilization while delivering a new and better model of care.

**Learn how at
partners.healthgrades.com**

Sources:

*Kaufman Hall Perspective.
<https://flashreports.kaufmanhall.com/kha-perspective-april-2020>

*Healthcare Consumer Insight & Digital Engagement Survey Results Unveiled. Binary Foundation.
<https://www.binaryfountain.com/news/second-annual-healthcare-consumer-insight-digital-engagement-survey-results-unveiled>