

# Casting a Wider Net Promotes Providers in a Hyper-Competitive Market

*Academic health system uses enhanced profiles to promote physicians where patients are looking for care*

## DETAILS

### *Solution*

**Patient Direct Connect  
Contact Center**

### *Client*

**Comprehensive academic health system in a major metropolis**

### *Location*

**Mid-Atlantic**

## RESULTS

OVER 5 YEARS

**1,200+** providers in the program, both employed and affiliated

**30%** increase in traffic coming directly from competitive doctor profiles

**60%** of patients visited 2+ hospital sites before converting

**35%** increase in commercial payor mix

**4:1** new patient ROI

## SITUATION

This large academic health system has 10 hospital campuses and more than 5,000 affiliated patients who see 2 million patients annually. Despite their size, they compete with many local providers for the same patients. The health system had developed a digital marketing strategy but wanted a way to promote both employed and affiliated providers across multiple facilities and a wide array of specialties. They also wanted to target the third of consumers who make conscious decisions about their healthcare provider.

*“Today, it’s not about getting the traffic. It’s about getting the targeted and relevant traffic.”*

— Senior Vice President of SEO

## SOLUTION

The health system selected **Patient Direct Connect® (PDC)**, a program that enables health systems to promote providers with enhanced profiles that stand out on healthgrades.com, the #1 site where consumers find a doctor. They maximized program results with these strategies:



*With Healthgrades we find a consumer who is typically female, older, with a higher education and income, and more likely to be commercially insured.*

— Chief Marketing Officer



- **Meet consumers where they are searching.** The health system targeted potential patients via paid search, directory listings, the hospital website, and PDC. This strategy created both top-of-funnel brand awareness and bottom-of-funnel conversions
- **Enrich provider profiles.** By including the most-wanted information — photo, video, procedures, conditions, health plans, and care philosophy — in nearly every profile, the health system drove a preference for their providers, including “competitive intercepts,” or displays of their profiles when consumers searched for competitors.
- **Expand geography.** With geo-targeting services that ensured their providers showed up in search results beyond their traditional service area, the health system gained between one and 100 new referrals in multiple regions.
- **Make appointment scheduling easy.** By enabling consumers to schedule appointments directly with PDC providers using Healthgrades’ 24/7/365 healthcare-only call center, the health system maximized call capture and conversion.
- **Use results for further measurement.** The health system conducted in-house testing that compared providers in the PDC to a control group of physicians who were not in the program. The enhanced profiles yielded stronger call conversion and transfer rates to the providers’ offices.

## RESULTS

PDC helped the health system achieve its goal of attracting and retaining patients who were searching for healthcare online. By optimizing 98% of the enhanced provider profiles for the 1,200+ physicians promoted via PDC on healthgrades.com, the health system expanded its reach and increased conversions from patients viewing competitive doctor profiles by 30%, yielding a 4:1 ROI on net-new patients alone. They also secured a 35% increase in appointments booked by commercially insured patients.

