



CASE STUDY

Drive Efficient Media Spend by Pairing Healthgrades with Google SEM

While Google Ads and Facebook remain the top platforms leveraged by healthcare marketers, many feel that they've exhausted these avenues when it comes to new patient acquisition.¹ Google SEM should remain a key component of health system promotion — but what strategies can be implemented beyond paid search to reach a new audience, drive conversions, and maximize patient encounters?

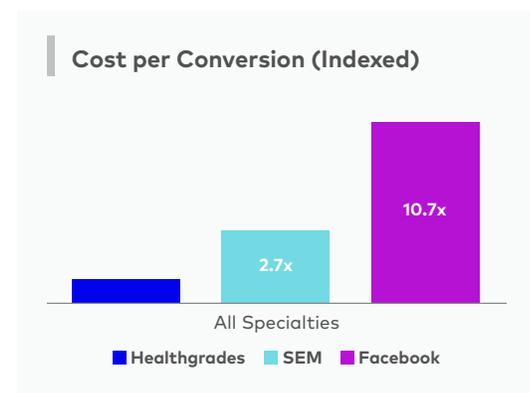
Healthgrades as a complement to Google

Third-party platforms like healthgrades.com are growing in popularity among healthcare marketers due to their ability to reach new audiences outside of traditional channels. Healthgrades diversifies your existing paid marketing mix by reaching a highly targeted audience of consumers who are in the process of selecting a doctor or hospital. In fact, 67% of Healthgrades visitors to physician pages will make an appointment within a week of visiting the site.²

With minimal audience overlap when compared to SEM, Healthgrades provides an incremental source of qualified leads that complements SEO, pay-per-click/SEM, and business listings.

Healthgrades offers significantly lower cost per conversion

In a comprehensive review of over 1,700 campaigns across 337 hospital clients, Healthgrades campaigns achieved a significantly lower cost per conversion compared to Google SEM or Facebook campaigns. Comparable conversion costs for Google SEM were 2.7x higher than healthgrades.com for all specialties, and the results were even more dramatic compared to Facebook campaigns, which had 10.7x higher cost per conversion.³



¹ Wave 6 of the State of Digital Marketing in Healthcare Report by Greystone.Net and Klein & Partners, May 2021

² Healthgrades site study, n=1896

³ Healthgrades data from 1/1/18 through 12/31/19; Healthgrades Conversion = patient call; Facebook comparison is based on 137 campaigns across 72 unique clients.



Our client, August Health, applied a multichannel digital approach to reach a unique audience and drive an efficient media spend. **Here's how:**

CLIENT



SOLUTION

Healthgrades.com



RESULTS

26,300

total responses

9,702

unique households identified

6,823

unique patients with downstream encounters

SUMMARY

Augusta University Health, a non-profit healthcare network based in Augusta, GA, performed a study to measure the overlap in healthgrades.com and SEM audiences — and determine how valuable healthgrades.com was as a tool of conversion.

SITUATION

Augusta University Health is a world-class healthcare network that offers the most comprehensive primary, specialty, and subspecialty care in the region. The health system used both healthgrades.com and SEM to generate awareness of their services and acquire and retain new patients. These two fundamentally different digital marketing outlets work together to drive incremental patient conversations: SEM campaigns create awareness of services for a given market on a massive scale while healthgrades.com captures patients closer to the decision point. But how much do the two efforts overlap?

SOLUTION

Augusta University Health activated both healthgrades.com and SEM to maximize patient encounters, and then analyzed the data captured from both over a one-year period.

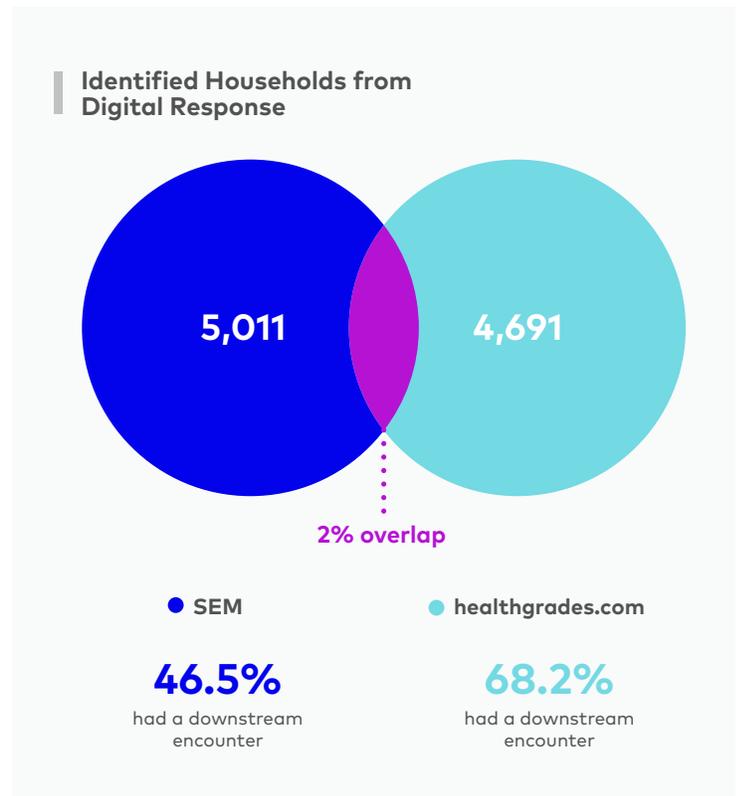
RESULTS

Nearly 10,000 unique households were identified based on demographics captured in 26,300 responses to both programs, with nearly 7,000 patients from these matched households actually completing an encounter at Augusta after their initial interaction.

Only 2% of households (150) were found in both of the independent healthgrades.com and SEM response sets, proving that each channel touched different audiences.

Healthgrades alone produced 4,691 responses, of which 68.2% went on to have a downstream encounter, while SEM produced 5,011 responses, of which 46.5% went on to have an encounter. That means that not only did it reach a distinct audience, but **the Healthgrades program was also 46% more likely to drive a downstream encounter.**

The ultra-targeted Healthgrades impressions were highly influential in driving immediate encounters at the hospital, particularly among patients who were new to the system. In this study, 71.4% of new-to-the-system patients came from the Healthgrades program.



Complement your SEM and attract more patients

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