

Digital and direct marketing recruits new primary care providers.

Hendricks Regional Health Case Study

CLIENT



Hendricks
Regional Health

DETAILS & DATA

Solution

Patient Direct Connect®

Location

Central Indiana

Hendricks has more than 2,200 associates and a primary service area of 290,000 people within Central Indiana. They have two hospitals, eight campuses, and more than 40 office locations.

SITUATION

A shortage of primary care physicians across the United States has reached epidemic proportions, and is resulting in a lack of provider capacity and long wait times for patients. But now, healthcare organizations such as [Hendricks Regional Health](#) in Indiana are improving their recruitment programs with data-driven marketing. Their challenges:

- Improve bleak recruitment results and fill the pipeline with new primary care providers.
- Resonate with millennials attracted to the “buy local” movement, and who are among the 56 percent of family medicine graduates who prefer to practice within 100 miles of where they completed their residency.
- Target the 2 percent of medical students who, according to the American Medical Association, are interested in primary care.
- Target nurse practitioners (NPs). In contrast to young doctors, 90 percent of NPs are trained to practice primary care.

SOLUTION

Hendricks developed a strategic marketing plan that combines in-house resources with the [Patient Direct Connect](#) solution from Healthgrades. Hendricks used its own marketing resources in tandem with Patient Direct Connect, an online portal for turning healthcare shoppers into loyal patients. The solution was to develop an integrated marketing campaign supported by a targeted provider recruitment strategy.

PRACTICE LOCALLY. STAND OUT NATIONALLY.

Hendricks designed its “Stand Out Nationally” campaign in-house. Instead of speaking about more traditional benefits, they focused on and highlighted the organization's community engagement.

Hendricks used a combination of print ads, recruitment events, social media and direct mail to reach provider prospects. They also created a [special landing page](#) dedicated to recruitment-related messaging to teach people about their culture.

The results from the Hendricks campaign exceeded expectations. In 2018, the organization on-boarded 26 new providers, including eight primary care physicians and three specialists.

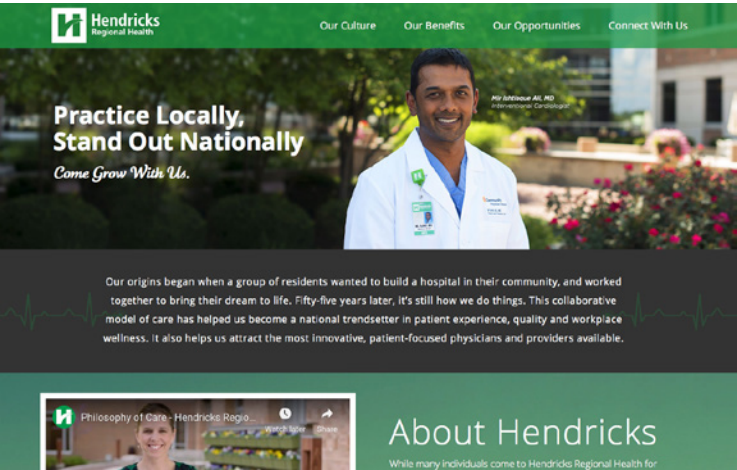
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“[Hendricks] focused on creating an authentic and differentiating employee value proposition for prospective recruits. We rebooted the strategy to focus on who we are. We’re very authentic. We’re very real.”

Elizabeth Cisco
Executive Director of Marketing and Employer Strategy
Hendricks Regional Health

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CAMPAIGN LANDING PAGE



CAMPAIGN VIDEO



"Our marketing team is very committed to our providers. We're among the first people at Hendricks they get to know. Being able to show them how they would be visible on the Healthgrades site has helped us establish trusted relationships, and buy-in from new and existing providers."

Elizabeth Cisco

*Executive Director of Marketing and Employer Strategy
Hendricks Regional Health*

RECRUITING NEW PROVIDERS IS ONE THING. KEEPING THEM HAPPY IS ANOTHER.

Hendricks recognized the importance of using digital tools to both attract providers and to support practices in its network with new patient leads. As part of its digital strategy, Hendricks became the first healthcare system in central Indiana to use Patient Direct Connect.

Patient Direct Connect offered both existing and new providers a plug-and-play platform for engaging with patients. In fact, creating profiles for new providers on the platform, [Healthgrades.com](https://www.healthgrades.com), is now a standard part of the organization's on-boarding process.

While Hendricks started using Patient Direct Connect with new providers, it quickly expanded its program to include established providers. Hendricks also made a multimedia specialist and marketing liaison available to help its practices use the online portal. Photos were initially added for every provider, followed by video bios. Hendricks filmed, edited, and published 59 videos in-house, and used that process to engage with providers and physician leadership. The multi-purpose videos that can also be used in paid social campaigns.

From a marketing standpoint, Patient Direct Connect underscores how committed Hendricks is to the success of their affiliated healthcare providers.

• • RESULTS

- **2,775** new patients (an increase of 79%)
- **63%** searches increase
- **53%** call volume increase
- **\$3.5 million** net revenue from new patients
- **\$19.7 million** total ROI

INTEGRATED ANALYTICS

The ability to easily track engagement on [Healthgrades.com](https://www.healthgrades.com) enables Hendricks to measure a direct correlation between its paid social campaigns and new patient leads. Establishing key performance indicators also helps to track results from [Healthgrades.com](https://www.healthgrades.com). The metrics showed a steady increase in traffic, as well as higher conversions of visitors into new patients. Between June 2016 and September 2018, the program generated 2,775 new patients. Searches increased 63 percent, call volume increased by 53 percent, and new patients increased by 79 percent.

The initial strategic marketing campaign resulted in a measurable return on investment of \$3.5 million in net revenue from new patients alone. All total, the return on investment from the provider recruitment program was \$19.7 million.

Healthgrades also helps healthcare providers translate data-driven strategies into relevant content that will get the attention of prospective new patients, and motivate them to act. Patient Direct Connect gives healthcare marketers access to end-to-end, omnichannel campaign optimization and marketing automation expertise. Moreover, [Healthgrades.com](https://www.healthgrades.com) captures relevant information about visitors to facilitate appointments and/or follow up communications.

Hendricks used a best practices checklist as part of the Patient Direct Connect program. In the final analysis, the program metrics from implementing an integrated marketing campaign with Healthgrades far exceeded expectations.



To learn more about how the Healthgrades platform can empower your health system, your physicians, and your patients — so that you can deliver a new and better model of care while improving your top-line growth — visit partners.healthgrades.com.