

Investment Drives Consumer and Physician Relationships

Healthgrades.com Provides Meaningful Contribution Margin

HEALTH SYSTEM SUMMARY

RWJBarnabas
HEALTH

RWJBarnabas Health is the largest, most comprehensive academic health system in New Jersey, with a service area covering nine counties with five million people. The system includes 11 acute care hospitals, three acute care children's hospitals and dozens of additional facilities

RESULTS

600+ *designated providers*

8,345 *hospital encounters*

4,139 *hospital patients*

15% *increase in commercial and Medicare new patient payer mix*

\$21.9 *million hospital contribution margin*

6:1 *new patient ROI*

SITUATION

RWJBarnabas needed to ensure its physician acquisition strategy was garnering the patient visits and revenue it needed for success. Executive Vice President Amy Mansue requested Executive Advisor Frank Goldstein evaluate the organization's return on investments, which included digital acquisition programs on two consumer healthcare search sites. One of the programs, on Healthgrades.com, is designed to drive high-value consumers who are ready to appoint with providers employed by or affiliated with participating health systems. System branding on physician profiles helps patients find the system's physicians and choose one who meets their specific needs.

In addition to attracting patients, Goldstein knew the sponsored profiles on healthgrades.com were a valuable physician recruitment tool. The organization could offer practices more traffic, distinct branding, visibility on competitors' profiles, and information on how to schedule. The sponsored profiles ensure its physicians are continually in front of consumers, a win-win that maximized the health system's investment more effectively than other available options.



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“The sponsored profiles gave us the return we were looking for by helping us build out each specialty and engage patients seeking care in those specialties.”

— Frank Goldstein, Executive Advisor

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RESULTS

The branded profiles help patients find RWJBarnabas' **600+ physicians promoted** on healthgrades.com and find a doctor who meets their specific needs. In about 21 months, the health system saw nearly **2,900 new patients** and **more than 15,000 physician office visits** attributed to the healthgrades.com program. The digital acquisition **added \$21.9 million in contribution margin**, with a continued upward ROI trend, most recently at **6:1** based on new patients alone. Of the patients who've visited Healthgrades profiles and then had a hospital encounter, **75% were net new to the system or new to service**, and at clinics **58% were new patients**. "The program stimulates the flywheel to stimulate the activity in our health system," says Goldstein. "Plus, you have the data to prove how the strategy is impacting the system."

Beyond the financial return and new patient acquisition results, RWJBarnabas has been able to better understand online consumers; what they are looking for in a provider; and how that correlates to conversions, encounters, and new patient retention. Based on Goldstein's findings, the organization has increased the executive team's focus on the healthgrades.com program and divested from the other search site that was not garnering tangible, revenue-generating results. "The sponsored profiles gave us the return we were looking for by helping us build out each specialty and engage patients seeking care in those specialties," said Goldstein.



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