

# Healthgrades gives health systems a competitive advantage over organic listings

*A/B testing reveals significant gains in patient acquisition and retention.*

## DETAILS & DATA

### Solution

Healthgrades Advertising

### Location

Northeastern hospital in an urban environment

## RESULTS

*A/B Test over 3-month period shows participating profiles see:*

**60%** more existing patients calls

**150%** more new patients calls

**40%** reduction in appointment opportunities for competitors

## SUMMARY

It is important to understand the exponential value that advertising solutions on Healthgrades bring to clients beyond what they see from organic listings on healthgrades.com alone. To provide maximum value to clients, we continually gauge the effectiveness of our partner programs through case studies such as these.

A Northeastern hospital client in an urban environment performed an A/B test to determine the effectiveness of advertising on Healthgrades. They changed the standard physician profiles that appear during search to partner profiles with prominent branding, and then back again. Results were worth noting: the physicians partnered through the Healthgrades program saw an average of **60% more existing patients retained and 150% more new patients acquired.**

## METRICS

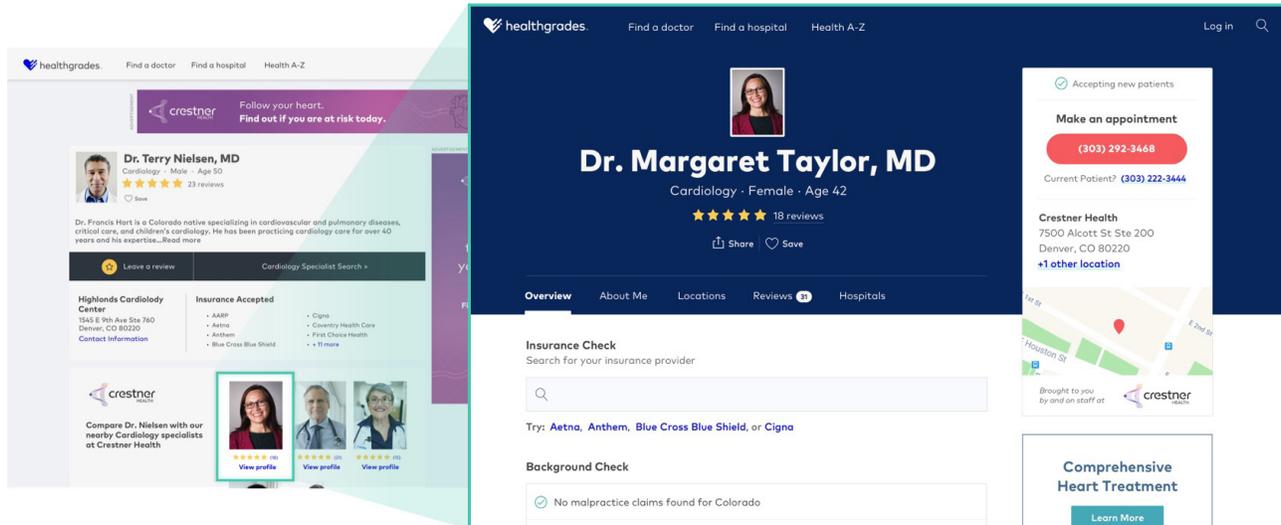
The study involved a 3-month pilot that placed participating physicians into A/B test groups. The study created two equal groups, controlled for provider characteristics: previous traffic, specialty, Patient Experience Survey score, Patient Experience Survey volume, and provider gender. All physicians were employed by the health system.

These providers had a mix of specialties, with 35% comprised of primary care, family medicine, internal medicine and pediatrics. The study measured the value of a paid partnership in terms of profile visits, calls, and referrals. Both groups had 93 providers apiece. Each group ran with the programming on for two weeks, and then off for two weeks. This repetition continued over the course of the test.

## COMPETING PHYSICIAN



## PARTNERED PROFILE



## HEALTHGRADES PARTNER ADVANTAGES

Partner profiles receive featured placement, including:

- Specialty search result (i.e. family medicine). When the providers were turned on, they rotated within the top three listings regardless of how well they matched within the organic listings.
- When a consumer viewed a competing health system provider, the partnered providers were offered as an alternative, directly within the competitor's profile.

## RESULTS

When clients partnered with Healthgrades, competitive organizations realized a **40% decrease in their appointment opportunities**. Internet traffic moves away from the competitive brand and to the Healthgrades-partnered health system.

## CONCLUSION

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Healthgrades Advertising Solutions target consumers in a given market by differentiating your physicians and brand from those of the competition. Featured placement on healthgrades.com increases opportunities to promote your brand to both new and existing patients, adds to market share, and improves conversions for your doctors and brand.

A Healthgrades advertising program positively impacts existing patient and new patient volume, while keeping them from your competition. Our programs give your health system unprecedented visibility on the #1 site where Americans find and connect with doctors — and conversions are guaranteed.



Contact us today to learn more about  
becoming a Healthgrades Partner.

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