



CASE STUDY

McLaren St. Luke's uses Healthgrades to drive service line volumes after acquisition



6-MONTH RESULTS

61

providers in the program

116,000

healthgrades.com impressions

2,659

consumer calls to physicians found on Healthgrades

855

calls to family practitioners

485

calls to neurology

330

calls to orthopedics

ABOUT MCLAREN HEALTH

McLaren Health Care, headquartered in Grand Blanc, Michigan, is a \$6 billion, fully integrated healthcare delivery system committed to quality, evidence-based patient care, and cost efficiency.

The McLaren system includes 15 hospitals in Michigan and Ohio, ambulatory surgery centers, and imaging centers. McLaren comprises a 490-member employed primary and specialty care physician network, as well as commercial and Medicaid HMOs covering approximately 640,000 lives in Michigan and Indiana.

SITUATION

On October 1, 2020, McLaren Health officially acquired St. Luke's hospital: a 300-bed community hospital located in Maumee, Ohio, just outside of Toledo. St. Luke's faces strong competition from two large health systems in the market and needed **strategies to drive patient volumes post-acquisition** for its 61-person medical group.

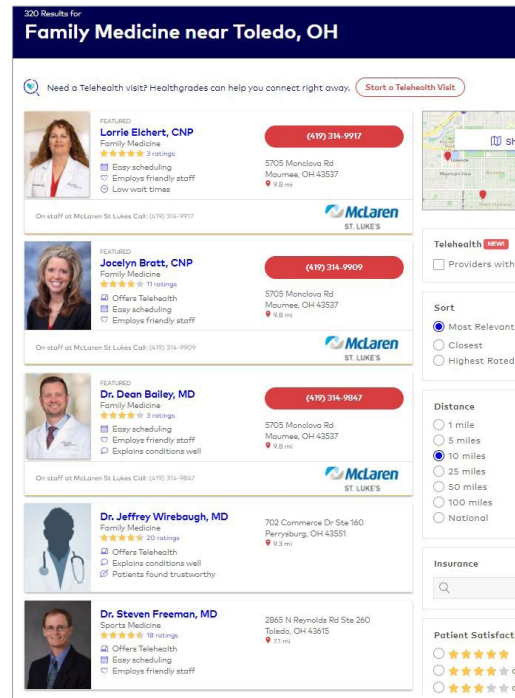
SOLUTION

On March 1, 2021, the McLaren St. Luke's marketing team began highlighting the brand on healthgrades.com, **the #1 site people visit to find and connect with a doctor**. Prior to activating their program on Healthgrades, the McLaren team ensured profiles were up-to-date and complete and the organization was operationally ready to respond appropriately to consumers. Once active, the healthgrades.com promotional program prominently displayed the McLaren St. Luke's brand and its physicians to consumers searching for care in the greater Toledo, Ohio, area. This ensured that consumers were able to quickly identify McLaren providers and seek the care they desired.

To make conversion easy for consumers, the program offered direct call numbers to practices and physician offices. Additionally, consumers viewing competitive physicians also saw a rotating selection from McLaren suggested as alternatives.

RESULTS

In the first six months partnering with Healthgrades, McLaren saw significant call volume to their provider practices as their physicians became immediately relevant to consumers searching. The program generated over 800 calls to family practitioners alone. **The campaign exceeded expectations and drove high volumes and low cost per conversion.**



“After launching the healthgrades.com program, our providers have been prominently positioned to prospective patients searching for care in the greater Toledo / northwest Ohio region. The program has had an immediate impact and outperformed the projected productivity in its first six months. Healthgrades.com continues to drive significant call volumes to our employed medical staff each month and has become a key digital strategy for us.”

Ginger Petrat

Director, Corporate Marketing McLaren St. Luke's



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