

How a Health System Marketing Campaign Drove a 14:1 Return on Investment

CONCEPT

One of the largest U.S. health systems

OBJECTIVE

Develop a marketing campaign to grow the Orthopedic service line

SOLUTION

Marketing Intelligence

RESULTS

Direct attribution of \$7.9M and statistical attribution of \$2.6M



Using Buxton analytics, one of the largest health systems in the U.S. developed a marketing campaign strategy to drive revenue and grow the Orthopedic service line across the enterprise. With over 40 acute care and specialty hospitals and more than 700 physician and outpatient clinics, they began with a data-driven approach to target existing patients and potential patients with the highest likelihood of needing orthopedic services.

The Approach

Narrowing the focus to hip and knee replacement, the health system partnered with Buxton to build profiles and propensity models (based on existing patient data) to identify those individuals most likely to need those services. Personas were also created to identify age, gender, income, activities, and high response media channels so the campaign plan could be developed. The data helped align the creative team, media buying agency, direct mail house, and operations, setting overall expectations for the campaign.

Initial Success

The initial campaign was launched with direct mail, paid search, and display ads only. New channels were added to test and learn, adjusting as needed to improve the performance. Using Buxton analytics to quantify attribution, this multi-channel campaign yielded \$2.3M in incremental revenue (above the control group), with a 7:1 return on investment.

\$ This strategy yielded an initial incremental revenue of \$2.3M, signifying a remarkable 7:1 return on investment.

Evolving Strategies

Based on learnings from the first campaign, adjustments were made to media channels and messaging based on leads and conversions from the prior year. The health system added traditional media, including television and radio, as well as new digital channels. Analysis of the initial campaign results revealed patients were younger than originally expected, so images were updated on all digital channels.

\$ Results: a direct attribution of \$7.9M, a statistical attribution of \$2.6M, and an ROI of approximately 14:1.

A+ Plus Attribution

The results in the second year were staggering: a direct attribution of \$7.9M, a statistical attribution of \$2.6M, and an ROI of 14:1. These outcomes emphasized the importance of a data-driven approach to campaign planning, execution, and measurement.

Contact us to learn about our marketing intelligence solutions.