



» *Case Study:* Effective online marketing, supported by traditional media and a strategic rebranding, results in an increase of nearly 20% in patient volume for a physician group.

Background

Saint Anthony's Health Center is a two-campus, 203-bed acute care facility located in Alton, Illinois. Its ComPAS Physician Network, a multi-specialty group of local physicians, was established in 1996 to serve Alton/River Bend area residents. SAHC had been actively recruiting new physicians into the network, while investing heavily in technology and facilities to level the local playing field.

Challenge

SAHC's goals were to:

- Grow existing physician volume
- Fill the patient pipeline for the new ComPAS physicians

One challenge was that the competition (which obviously has doctors, too) is part of the Barnes-Jewish Health System, an entity with a strong and capable reputation. And, the other independent doctors in the River Bend area were perceived as being 'elite' throughout the community.

The other challenge was that the ComPAS group, although a part of Saint Anthony's Health System, was not branded Saint Anthony's, and as such, was not necessarily benefiting from the strong reputation that SAHC had established in the community.

In order to encourage consumers to choose ComPAS physicians, we needed to:

- Promote the growth of the physician network and SAHC's investment in technology and facilities
- Continue to differentiate Saint Anthony's from the competition based on their faith-based ministry of healing

Solution

As a first step, we recommended that SAHC rename ComPAS to the Saint Anthony's Physician Group, thereby extending the health system's brand equity to the physician network.

With this change in place, developing a compelling marketing campaign became our focus. As healthcare consumers often begin their search for a new doctor online, we knew that a strong online component would be critical.

We launched an integrated digital and traditional campaign to promote the network's new name and physicians, while prioritizing Saint Anthony's faith-based distinction. The campaign was centered on the message, "We Believe" and featured the physicians and Sisters of Saint Anthony's.

Results

Within a year, the physician group's patient volume increased by nearly 20% and has continued to climb.

» A patient volume increase of nearly 20%

While SAPG has certainly benefited from the visibility of the print, radio and outdoor ads, metrics indicate that online marketing has played the biggest role in the campaign's success:



Average Quarterly Results:

- 1,517 clicks from online advertising to the Physician Group landing pages
- 581 conversions (38% conversion rate*) on landing pages, based on:
 - Clicks from primary page to specialty pages
 - Clicks to view doctor profiles
 - Click-to-call

*The conversion rate benchmark is 3-5%

www.hultmarketing.com

309-673-8191

LetsDoBusiness@hultmarketing.com



>>Campaign Creative:

Print

Outdoor



Online Marketing



WE BELIEVE:
In our Physician Network.
Saint Anthony's Physician Group.

Primary Landing Page

Local Doctors in Alton, IL | Saint Anthony's Physician Group
<http://sapg.sahc.org/saint-anthonys-physician-group/>

SAINT ANTHONY'S PHYSICIAN GROUP
Alton, Illinois

Deeply devoted both to our mission of healing and to keeping you well.

Family Practice

Endocrinology

Internal Medicine

Surgery

Pediatric Surgery

Gastroenterology

Obstetrics

Wound Care & Hyperbaric Medicine

For Nose and Throat

Urology

Simply enter your phone number and click...within seconds your phone will ring, and you will be connected with Saint Anthony's Physician Group. Your phone number will be kept private and not used for telemarketing purposes.

Input Your Phone Number Here
-AND-
Click to Call!

Family Practice
Specialty Landing Page

Family Medical Doctors | Saint Anthony's Physician Group
<http://sapg.sahc.org/saint-anthonys-f>

SAINT ANTHONY'S PHYSICIAN GROUP
Alton, Illinois

Family Practice

Our family, caring for your family.

Maybe it's for an annual checkup. Or a more serious condition. In any case, from the moment you meet any one of our Family Practice Physicians, you'll find yourself at ease. You'll feel safe and confident in their expertise. That's because at Saint Anthony's, we make a practice of it.

For more information or to make an appointment, give us a call.

Call for a free 10-minutes phone consultation. Click here to call now.

-AND-

Click to Call!

Saint Anthony's Physician Group Family Practice

Family Practice doctors provide comprehensive healthcare for individuals, managing acute and chronic health issues, including prevention, diagnosis, treatment and managing illness. Family Practice physicians focus on preventive care, screenings and vaccinations. If a patient's condition requires, physicians can provide referrals to specialists, as well as to cancer doctors for cancer diagnosis and cancer treatment.

The Saint Anthony's Physician Group has a team of doctors trained in family medicine with offices located on the main Saint Anthony's Health Center campus in Alton, IL, as well as at a clinical site in Godfrey, IL.

To make an appointment, please call (618) 462-2222.

Karen Boggs, D.O.
Family Practice
[View Profile](#)

Matthew Klein, M.D.
Family Practice
[View Profile](#)

Yann Mihnevski, M.D.
Family Practice
[View Profile](#)

Mario Reinhardt, M.D.
Family Practice
[View Profile](#)

Priya Kattamayil, M.D.
Family Practice
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