



» *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%

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>> Campaign Creative:

Print

Outdoor

Online Marketing

Family Practice

Specialty Landing Page

Primary Landing Page