

Allegiance Health

Using SEM to Increase Health Assessment Completions

BACKGROUND

Founded in 1918, Allegiance Health supports a 480-bed system with more than 400 physicians. The health system offers a variety of specialized services including: a cancer center, a heart center with a cardiac universal bed unit, an osteoporosis center, a balance center and a pain management center. Other health system features include emergency room care, urgent care centers, and pediatric and birthing care.

CHALLENGE

Hospitals and health systems are challenged with finding new ways to thrive in a time of unprecedented change—change that encompasses patient engagement requirements, increased competition, and population health initiatives. Allegiance Health needed an online method to increase patient volume for their heart and vascular services and to promote health and wellness in its community.

Allegiance Health chose the Heart Health Assessment from Medicom Health to identify prospective and current patients who have a high-risk of developing cardiovascular disease. In an effort to increase the number of patients and prospective patients taking the profiler, the healthcare system chose Eruptr to develop a comprehensive online marketing campaign.

APPROACH

Eruptr implemented an online marketing campaign that included analysis, keyword creation, and online ad development to increase the profile of the heart health profiler. Code developed by Medicom Health and Eruptr allowed Allegiance to be notified when an assessment was completed. Individuals who provided their contact information upon completion of the profiler, automatically received a personalized email based on risk-factor through the Medicom Health platform and additional follow-up from Allegiance.

SEARCH ENGINE MARKETING INITIATIVE

Keywords & Paid Search

Heart



Search



Hospital Website with Heart Health



Increased Paid Procedures



The Eruptr campaign used keyword creation and online ad development to drive traffic to website and increase paid procedures.

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Forty-thousand website visitors in an 8-month period



40K
website visitors

Heart Health Profiler completion rate



100+
profiler completions per month

RESULTS

The Eruptr campaign focused on internet users within a 10-mile radius of Allegiance Health and resulted in 40,000 website visitors in an 8-month period. The Eruptr SEM platform was used to manage and measure the targeted online campaigns. The campaign resulted in a profiler completion rate in excess of 100 per month.



Number of completed assessments during campaign	Cost per assessment completion	% of webpage traffic attributed to campaign
810	\$83.58	65%
% increases in assessment completion	% assesement completions at high-risk	% assesement completions at med-low risk
200%	33%	66%

Results of Eruptr's campaign utilizing the Medicom Health Heart Health HRA over an 8 month period for Allegiance Health

About Medicom Health

Medicom Health provides online, evidence-based health assessments and trackers designed to help clients meet consumer engagement, patient acquisition, and revenue goals.

Our platform allows leading health systems to collect consumer provide health data, stratify users, and connect with at-risk consumers through tailored email and integrations with marketing and clinical workflow.



For more information, contact:

(800) 971-0785

www.medicomhealth.com

Health Risk Assessments

Cardiovascular

- ▶ Heart Health
- ▶ Stroke
- ▶ PAD

Oncology

- ▶ Breast Cancer
- ▶ Prostate Cancer
- ▶ Colorectal Cancer
- ▶ Lung Cancer

Orthopedics

- ▶ Knee & Hip
- ▶ Back & Neck Pain

Weight Management

- ▶ Weight-Loss Surgery
- ▶ Healthy Weight-Range

Pulmonology

- ▶ Sleep Apnea

Behavioral Health

- ▶ Depression
- ▶ Anxiety & Stress

Internal Medicine

- ▶ Diabetes
- ▶ Acid Reflux
- ▶ Bladder Control