

BrightWhistle

Assessment and Prevention – Direct Response

BACKGROUND

A leading healthcare system located in the southeastern United States uses Medicom Health's Health Risk Assessments to identify prospective patients who have a high-risk of developing various medical conditions (breast cancer, prostate cancer, stroke, and more).

Early identification can lead to preventive care, which greatly benefits the patient and reduces health care costs to the provider and payor. This healthcare system was using traditional methods, including direct mail and organic SEO, for raising awareness of the online personal health profilers which made the ROI hard to determine.

BrightWhistle was chosen to implement a targeted Facebook marketing campaign designed to identify high-risk prospective patients through social media.

CHALLENGE

The end of the year was rapidly approaching and a decision needed to be made to justify campaign expansion in 2014. Social media added a level of complexity to the mix:

- ▶ *Would patients engage with a personal health assessment in a social setting?*
- ▶ *How would mobile effect personal health assessment completion rates?*

APPROACH

Hidden News Feed-only posts were used as part of several targeted Facebook campaigns to drive quality traffic to the online health profilers. Success could be measured based on three criteria:

- ▶ **Rapid results:** *Time to launch, time to results.*
- ▶ **Cost-per-completion:** *Which personal health profiler would be most cost-effective?*
- ▶ **Quality of the HRA:** *Would completion percentage be high?*

FACEBOOK CAMPAIGN WITH HRA CTA



**Increased Paid
Procedures**



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Forty-thousand website visitors in an 8-month period



40K
website visitors

Over **90%** of the Personal Health Profilers were completed via **mobile devices**



90%

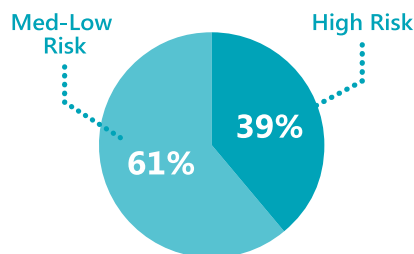
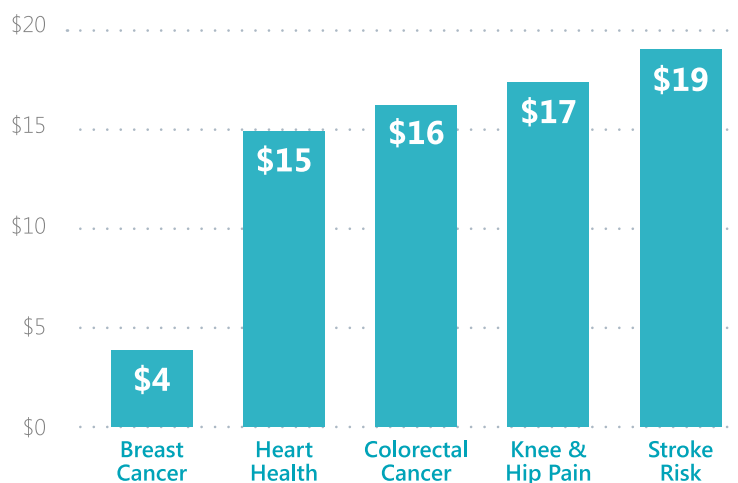
RESULTS

The initial launch of five personal health profiler campaigns took less than five business days from concept to creative to post to live results. Previous direct mail and SEO solutions took several months to design, implement, and measure.

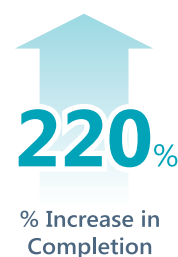
In addition to this rapid impact, Facebook showed impressively fast and high quality results. BrightWhistle's digital healthcare marketing platform was used to create, manage, and measure the targeted Facebook campaigns. Targeting and budgets were automatically adjusted based on the profilers' level of success.

Currently, the personal health profilers are being completed at a rate in excess of 100 per week and the success produced a multi-service line campaign expansion within the healthcare system.

Cost Per Completion Of Personal Health Profiler



Profiler Patient Analysis



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:

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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