Medicom Health
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CASE STUDY

Gundersen Health System

Streamlining Marketing Efforts Across Service Lines

BACKGROUND

Gundersen Health System is a comprehensive healthcare network headquartered in La Crosse, Wisconsin. Its facilities and services include a multi-specialty group medical practice, regional community clinics, hospital, home care, behavioral health services, nursing homes, vision centers, pharmacies, and air and ground ambulances.

CHALLENGE

Being one or the nation's largest multi-specialty group practices, the need to streamline the marketing of several service lines was important to achieve organizational goals. Gundersen needed an intuitive, common platform that would provide consumer data needed to target at-risk populations.

Gundersen's marketing department was tasked with goals that included:

- Increase patient volume.
- Improve community health.
- Position themselves as a health and wellness leader.
- Provide a call to action to drive new patient acquisition.

APPROACH

Gundersen developed a comprehensive marketing campaign around the 5 HRAs that included digital, print, and radio.

A key component of the profiler's success was follow-up. Gundersen sent consumers who completed a profiler customized emails based on risk levels, increasing the profiler's exposure and reinforcing the call to action. In addition, dedicated phone lines were used to track call volume.

CAMPAIGN TACTICS

Digital - The marketing team maximized the HRAs exposure by prominently displaying digital ads on the organization's home page and strategic areas within the website. Digital advertising was also purchased for local television, radio, and industry specific websites. In addition, ROI and usage could be tracked by using HRA specific microsites via vanity URLs.

Print – Print advertising was incorporated into the profiler marketing campaign by placing newspaper ads, direct-mail newsletters, and handouts provided to health fair and event attendees.

Radio – Profiler specific 30-second spots were created to increase awareness of the profilers and designed to drive traffic with a call to action. factor through the Medicom Health platform and additional follow-up from Allegiance.

Billboard – Billboards located in high visibility, strategic locations were employed to promote the profilers.

InternalCommunications– Digital newsletters were used to connect with system personnel and educate them on the profiler's benefits. In addition, system personnel were encouraged to complete the profilers to help assess their health.

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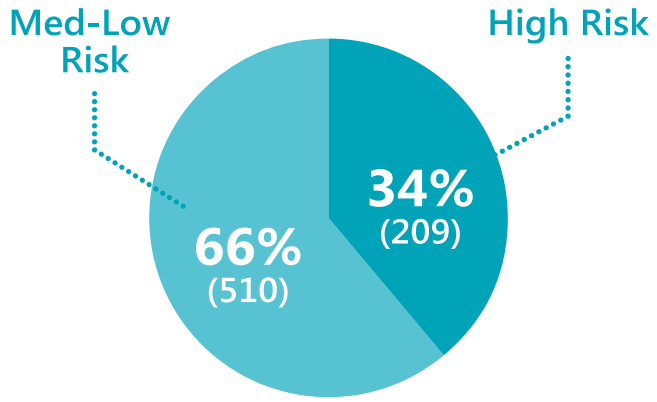
RESULTS

Gundersen was able to track the ROI and usage of the Health Risk Assessments through data provided by consumers who completed the profilers. The HRAs allowed Gundersen to collect consumer data, such as name, email, risk factor, and other contact information. The data collected was imported into their current customer relationship (CRM) software for analysis and used for target marketing at-risk consumers.

In the first 12 months of the campaign, Gundersen captured data on 719 consumers who completed the HRAs, of which 209 were high-risk or very high-risk.



Profiler Patient Analysis

"Medicom has provided such exceptional customer service at every turn. They are clearly interested in being a true business partner in helping to ensure the success of their product for their clients."

– Julie A. Paulson
Marketing & Communication Specialist
Gundersen Health System

About Medicom Health

Medicom Health provides online evidence-based personal health assessments designed to help hospitals and health care systems meet patient acquisition, consumer engagement, and revenue goals. The platform allows clients to collect consumer-provided health data, stratify and analyze data, and connect with at-risk consumers through automated emails and promotional services.

Gundersen Health System (www.gundersenhealth.org) Gundersen Health System (GHS) is headquartered in La Crosse, Wisconsin. It is rated among the nation's largest specialty group medical practices. GHS is comprised of three hospitals and 55 specialty clinics, and it has more than 6,000 employees.

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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.

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

For more information, contact:

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