Convert More Patients Through Digital Marketing Optimization

Ochsner Health System drives continued success by connecting with engaged consumers online

“Why did we choose Healthgrades for patient acquisition? It just works.”
– Sharon O’Regan, Marketing Project Leader, Ochsner Health System

Summary

As part of its continuous efforts to reach out to the community it serves, Ochsner Health System wanted to enhance its digital engagement capabilities. They partnered with Healthgrades in two key ways to attract and convert new patients. They began by leveraging Healthgrades CRM campaign management, enabling Ochsner to convert engaged consumers into patients. Then, they partnered with Healthgrades Patient Direct Connect® to broaden its online presence. In all, this patient-acquisition campaign converted over **19,000 new patients** and achieved an **11:1 contribution margin ROI**.

Situation

Ochsner Health System is Louisiana’s largest non-profit academic health system. It has served the New Orleans area for nearly 75 years, growing to 29 owned, managed, and affiliated hospitals and more than 60 neighborhood health centers. Its 1,000+ physicians serve more than 600,000 patients annually. As part of its continuous efforts to reach out to the community it serves, Ochsner wanted to enhance its digital engagement capabilities.

Strategies like an updated website, SEO/SEM, and ad buys attracted additional consumers, but conversions were not as high as Ochsner hoped. To succeed, it had to find a way to attract online consumers more efficiently and effectively convert “hand raisers.”

Solution

**ATTRACTION ONLINE CONSUMERS MORE EFFICIENTLY**

In order to realize the full benefits of third-party physician search services, Ochsner needed a scalable, measurable system to drive patients to its hospitals and physicians. Specifically:

- A platform that reaches more Americans looking for a doctor than any other site. **Half of all Americans** who see a doctor this year will visit healthgrades.com.

- The ability to convert consumers, not merely drive awareness — **95% of consumers who come to Healthgrades to make an appointment will do so within one week.**
• **Demonstrated, measurable results** — Patient Direct Connect® profiles receive 2.7x more profile views than basic profiles on healthgrades.com, and consumers are 82% more likely to appoint with a physician whose profile is comprehensive and personalized.

Healthgrades Patient Direct Connect® taps the 78% of online consumers who use third-party websites to find, compare, and choose healthcare providers. This solution empowered Ochsner to maximize the online visibility of its brand and value message by enlarging its digital footprint. Patient Direct Connect® also offered Ochsner cost-effective conversion of engaged patients with:

• A **24/7 call center** to process consumer inquiries, connect consumers to their desired physician and deploy ongoing consumer engagement efforts

• Integrated **online appointment scheduling** capabilities

• Ability to **effectively track ROI** by following a consumer from phone call/online scheduling to encounter via a unique identifier matched to encounter data

• A team dedicated to **ongoing optimization and training** to ensure partnership success

**EFFECTIVELY CONVERT “HAND RAISERS”**

In addition to attracting online consumers outside its own website, Ochsner also wanted to communicate with “hand raisers” — consumers who had called the health system, but had not yet made an appointment.

Leveraging Healthgrades CRM campaign management enabled Ochsner to convert engaged consumers into patients. The health system opted to transfer management of its existing “hand raiser” direct mail campaign to Healthgrades and to have Healthgrades manage distribution of an Ochsner-designed welcome email to all new patients who had reached out through healthgrades.com.

**Results**

Ochsner’s online patient-acquisition program combining Healthgrades Patient Direct Connect® and CRM solutions successfully connected it with engaged, high-value consumers. The search-to-call ratio grew from 3% to 5% within the first month, and the call-to-transfer rate* averaged 60%, meaning callers were ready to make an appointment with an Ochsner physician. Within a year, Ochsner generated 19,000 new patients from its expanded online patient acquisition and its “hand raiser” conversion programs.

Patient Direct Connect® captured and matched unique patient identifiers to encounter data, letting the health system track all downstream activity. In the first year, Ochsner realized a patient-acquisition program ROI of 11:1.

**Conclusion**

Ochsner Health System leveraged Healthgrades Patient Direct Connect® and CRM patient-acquisition solutions to connect with engaged consumers online, nurture loyalty with high-value patients, and promote consumer-focused care throughout the organization. In doing so, it has cost-effectively cemented its status as an innovative market leader.

*Total call center contacts transferred to physician’s office for appointment

To learn more about how Healthgrades solutions can engage and align patients and physicians, visit [partners.healthgrades.com](http://partners.healthgrades.com).