Casting a Wider Net to Reach and Convert More Patients

INTEGRIS Health enhanced their digital presence and leads the market in new patient growth.

**SUMMARY**

INTEGRIS Health is located in the highly competitive Oklahoma market. To maximize their reach and interest, they chose to invest in their digital presence and engagement capabilities. INTEGRIS partnered with Healthgrades Patient Direct Connect® to stand out from competitors and engage commercially-insured patients who were ready to appoint. This four-year partnership resulted in 27,266 net new patients and achieved an 8.42:1 ROI.

“We’ve been a Patient Direct Connect client since 2013. We’re still clients because of the result metrics from the program.”

Maggie Wolfe
Director of Sales and Marketing

**SITUATION**

INTEGRIS Health has been serving Oklahoma patients for over 55 years, now with eight hospital campuses, eleven Centers of Excellence, four micro-hospitals, and 68 Family Care and Specialty Physician Clinics with over 9,500 employees. Despite their size, they compete with many other local providers for the same patients.

Although they developed a comprehensive, multi-prong digital strategy (including website optimization, social media, SEO/SEM, and testimonials), they realized they needed a third-party partnership to improve rankings and attract consumers who weren’t landing directly on their site.
CASTING A WIDER NET TO REACH AND CONVERT MORE PATIENTS

SOLUTION

Standing out in a competitive market

INTEGRIS chose to partner with Healthgrades Patient Direct Connect® to expand their digital presence to new patients. They did this by enhancing their physician profiles, taking advantage of the compare widget to promote their physicians on competitors’ profiles, and transitioning their team to the Healthgrades Call Center.

Physician profiles. Internal project managers and implementation team members ensured physician profiles were up-to-date, then incorporated new headshots and introduction videos to boost healthgrades.com consumer appeal.

Compare widget. INTEGRIS physicians are presented as alternatives on competing physicians’ profiles, prompting consumers to consider their brand instead. In a four-year span, 66,962 searches of competing physician profiles converted to consumers selecting INTEGRIS physician profiles instead.

Healthgrades Call Center. The call center gives healthcare shoppers who are accustomed to calling for an appointment 24/7 access to a live representative who can help them schedule with INTEGRIS physicians.

RESULTS

The online patient acquisition program powered by Healthgrades Patient Direct Connect® achieved its goal: INTEGRIS stood out in its competitive market and attracted patients who were searching for healthcare online. Searches on healthgrades.com, where INTEGRIS’ physicians appeared first, led to over 400,000 encounters (of which 98,619 were new prospects). Plus, specialist searches increased. Over the course of the program, INTEGRIS’ specialist physicians were highlighted in over 801,000 local searches.

In the same time frame, the INTEGRIS Health Patient Direct Connect® program has generated $45.1 million in contribution margin from 27,266 net new patients alone — a return on investment of 8.42:1.

Maggie Wolfe, Director of Sales and Marketing said, “We’ve been a Patient Direct Connect® client since 2013. We’re still clients because of the result metrics from the program.”

“We’re in a fiercely competitive market — competing for the same patients. Even with all the work we were doing digitally, we often found we were ranking second, third, fourth on Google searches.”
Maggie Wolfe
Director of Sales and Marketing

66,962
converted physician profiles
in the span of four years

65%
of Healthgrades consumers
book over the phone*  
*On average, Healthgrades client base analytics 2017
CONCLUSION

With Patient Direct Connect®, INTEGRIS Health was able to cast a wider net and captured 75% of all search results in its market. This impressive visibility helped them connect with ready-to-appoint patients, build loyalty, and improve their intercept channels to convert patients who have viewed competing physicians. With a robust digital presence, INTEGRIS Health has secured its status as a market leader in Oklahoma.

“Patient Direct Connect® is part of the marketing strategy. It doesn’t replace anything, but it allows us to be in every space and cast a wider net. For patients that don’t have loyalty to you and won’t come directly to your site, this program brings them in.”

Maggie Wolfe
Director of Sales and Marketing

To learn more about how the Healthgrades platform can empower your health system, your physicians, and your patients — so that you can deliver a new and better model of care while improving your top-line growth — call 855.665.9276 or visit hs.healthgrades.com.