

Weight-Loss Surgery: Employing a Multi-Channel Approach to Foster Patient Success

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VALLEY HEALTH SYSTEM

BUSINESS CHALLENGE

Valley Health System's interest was to grow bariatric surgery volume. The Bergen County, New Jersey, marketplace is a hotbed of healthcare competition, with many options for weight-loss surgery. The challenge was to raise awareness and differentiate our center to increase the number of patients on the path to surgery, as well as the number of surgeries performed.

Valley Health System

- Ridgewood, NJ
- 4,700 employees

STRATEGY

Using combination of direct mail, email, paid search, paid social and display, we drove individuals to a conversion-focused landing page.

Our goal was to:

- Grow attendance for monthly weight-loss seminars
- Drive patient volume in bariatric surgery at the Valley Hospital
- Grow volume and revenue in other hospital services and inpatient encounters
- Drive consumers to call or go online to register for a seminar
- Drive consumers to call or go online to schedule a consultation
- Positioning the key differentiating attributes of our center: Designated a Bariatric Surgery Center of Excellence by the American Society for Bariatric Surgery

Campaign Components

The landing page tracked users behavior and conversion. Both form completions and phone calls were monitored throughout the campaign.

LANDING PAGE

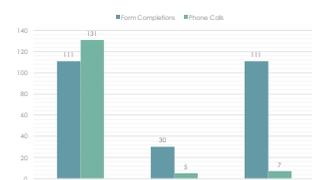


TAKEAWAYS

From the launch of this bariatrics campaign, it has shown exceedingly strong performance when monitoring the activity metrics from PPC, social, and display advertising. Over time we will continue to monitor trackable reimbursement from patients who have engaged with our campaign assets and landing page. The expected reimbursement for the campaign as of 1/31/17 was \$213,645, and the revenue will continually increase as patients pursue their weight-loss journey. We look forward to continuing to adapt and strengthen the campaign and seeing further ROI over time.

RESULTS

Overall Goal Completions



395 contacts, 252 forms, and 143 calls

Downstream Breakdown

Total investment: \$129,491
 Expected reimbursement: \$213,645
 Patients generated: 139
 Patient visits: 271
 Up to 1/31/17

