

Academic Medical Center Oncology CRM Campaign

EVIDENCE-BASED SOLUTION DRIVES VOLUME TO NEW ACADEMIC MEDICAL CENTER OUTPATIENT CANCER CLINICS, HELPS INSTITUTION EXPAND ACCESS, AND COMMUNICATE THE IMPORTANCE OF CANCER SCREENING.

Results

1,966

encounters

287

incremental patients

\$4.2MM

incremental contribution margin*

29.8:1

ROI

70%

commercial encounters

An academic medical center invests in Healthgrades Health Relationship Management solution by implementing a robust Customer Relationship Management (CRM) program to generate awareness for outpatient cancer clinics and educate patients about the need for specific cancer screenings. A multiphase, multitarget direct-mail campaign driven by evidence-based communications generates **287 incremental patients** seeking treatment, with a **contribution margin of \$4.2 million**.

Objectives

- Increase the volume of patients seen at the outpatient cancer care clinics
- Educate adults about the importance of early cancer diagnosis and the ability to receive a high level of care and treatment at more locations than before, including clinical trials that offer potential treatments not available elsewhere





Situation

This highly regarded academic medical center realized an opportunity to expand its footprint and elevate its position as the premier provider of cancer care in the region. Newly added clinics gave the center the ability to improve access for cancer care in the community and treat those in need.

Solution

The academic medical center chose to use Healthgrades CRM solution to promote its comprehensive oncology services and encourage men and women to get a cancer screening at its conveniently located clinics.

Healthgrades CRM solution uses sophisticated modeling to accurately predict health needs of patients and nonpatients based on comprehensive patient and broader population datasets. The datasets include information specific to patients who visit the academic medical center, as well as Healthgrades database of over 866 million medical records. The datasets, in turn, guide the campaign and drive performance. The solution also includes strategic marketing and creative support, providing hospitals the ability to identify, selectively target, and actively engage healthcare consumers.

Strategy

The academic medical center used the CRM solution to develop and execute a multi-phase, multi-target direct mail campaign aimed at women and men from age 35-75 who are at risk for cancer or in need of oncology services. The campaign included mailers with messages specific to cancer types including breast, prostate, gastrointestinal, lung/throat/mouth, brain/nervous system, and gynecological, as well as general oncology.

Each mailer version highlighted statistics associated with a given cancer type, as well as symptoms and risk factors, with the goal of driving patients to appropriate screenings. Each piece called out the new clinic locations and asked recipients to call their doctor or schedule an appointment if they experienced any of the symptoms or to schedule a screening if no symptoms were present. Images used in the mailers aligned with the gender of the recipient and each cancer type. In all, the campaign produced 15 personalized variations of each mailer.

The campaign targeted approximately 62,000 households in the medical center's service area with approximately 4,300 personalized mailers per month. After three months, a personalized follow-up

letter was sent to people who did not make an appointment or visit the hospital system. The letter came from members of the oncology team and further emphasized statistics for a given form of cancer, the importance of early diagnosis, and how the medical center is uniquely qualified to treat it.

Results

To accurately measure results, every Healthgrades CRM campaign compares the behavior of those who received the communication with a control group who did not receive it.

During the 12-month campaign, 1,966 people who received a mailing had encounters with one of the medical center's outpatient clinics – which in turn garnered **287 incremental patients*** with a contribution margin of approximately **\$4.2 million**. Additionally, 70 percent of encounters generated by the campaign were from commercially insured patients. By comparison, the overall business at the cancer centers only averages 43 percent commercial encounters.

The campaign as a whole generated an ROI of 29.8:1.

Conclusion

Given that Healthgrades can reach a clearly defined audience at the right time with messages that trigger action, the academic medical center chose to continue the program. According to key decision-makers, the campaign bolsters the center's ability to reach more people in the early stages of cancer and provide them with more access to diagnoses and treatment that lead to better outcomes. Decision-makers are also confident the campaign will continue to help increase the number of patients seen at its outpatient centers, further strengthening its financial future and reputation as a leader in the delivery of quality oncology care.

**Incremental patients are the number of individuals proven to be a result of the marketing effort. This number is the difference in the utilization rate between the target group and the control group.*

Program Details

- 12-month multi-phase program
- Women and men, ages 35-75, who are at risk for various types of cancer
- 15 personalized versions of mailer
- 62,000 households, 4,300 pieces mailed per month
- Personalized follow-up letters sent after three months to nonresponders



To learn more about how Healthgrades solutions can engage and align patients and physicians, call **855.665.9276** or visit healthgrades.com/hospitals.