

# Patient Acquisition Marketing: Overcoming the Roadblocks

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# With You Today



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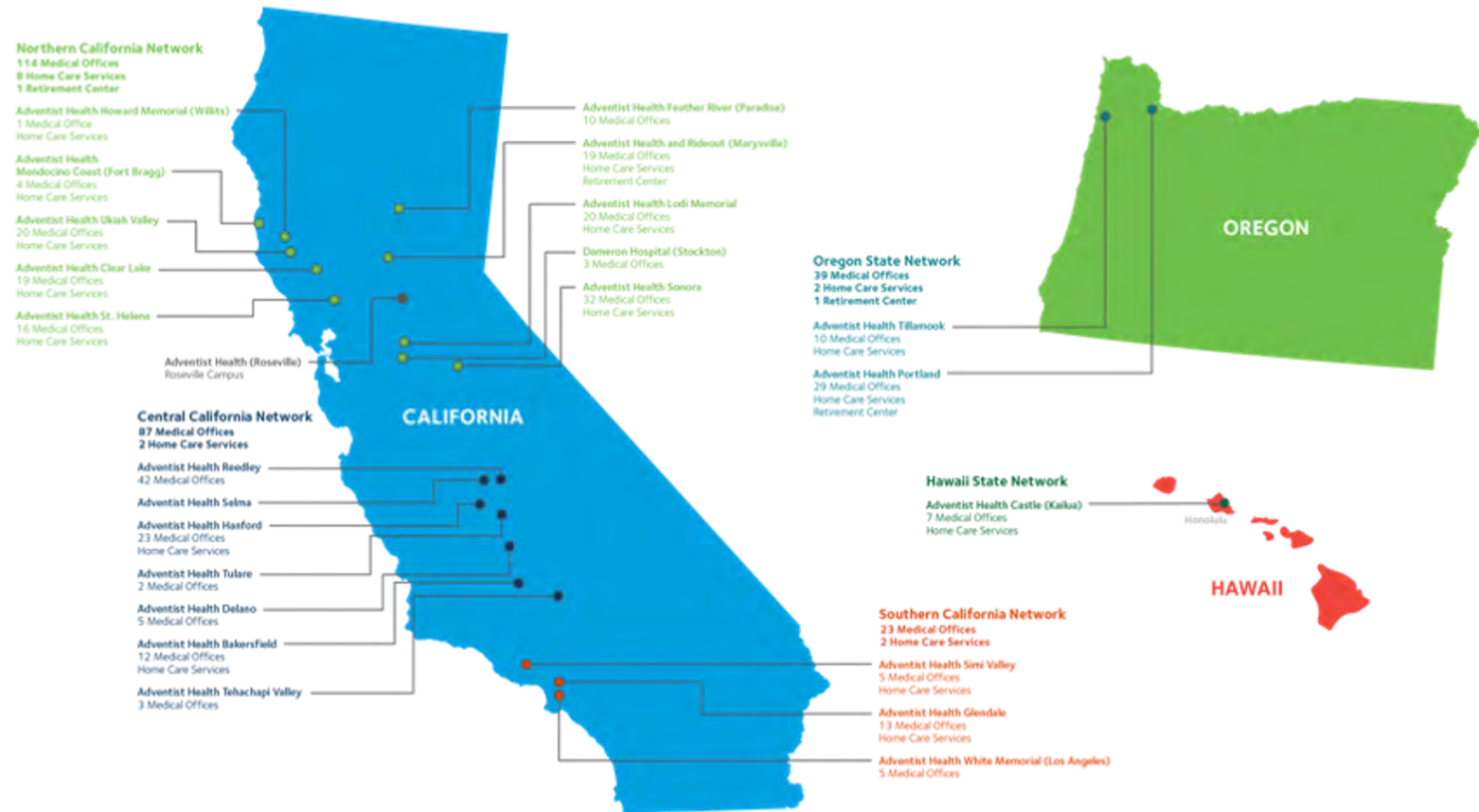
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# Adventist Health

Regional, nonprofit, integrated health system serving more than 80 communities on the West Coast and in Hawaii, with over 400 sites of care, including 26 acute care facilities.

Adventist Health provides care in hospitals, clinics, home care, and hospice agencies in both rural and urban communities.



# Three Key Elements

1

Driving Patient Volume

2

Directly Attributable

3

Audience Driven

# Seven Roadblocks of Patient Acquisition Marketing







ROADBLOCK #1

Everyone believes that THEIR area should be prioritized.



GETTING STARTED

# Creating a Strategic Allocation Model

A data-driven approach to prioritize campaign investments

Analyzing:

- Service line volumes
- Capacity
- Operational readiness
- Potential market need
- Reimbursement considerations



## ROADBLOCK #2

Accessing the data requires so many people and resources ... it feels like an uphill battle.



## Top Three Challenges

1. Internal resourcing and costs
2. Data privacy and regulatory concerns
3. Data tools and infrastructure set up

## Top Three Strategies

1. **Invest in resources:**  
Data, talent, technology
2. **Educate and align:**  
Be the experts on regulations
3. **Prove Value:**  
Test to show impact

### ROADBLOCK #3

We don't know where to begin with audience segmentation. How do we know what's right for us?

DISCUSSION

Importance of audience segmentation in patient acquisition marketing



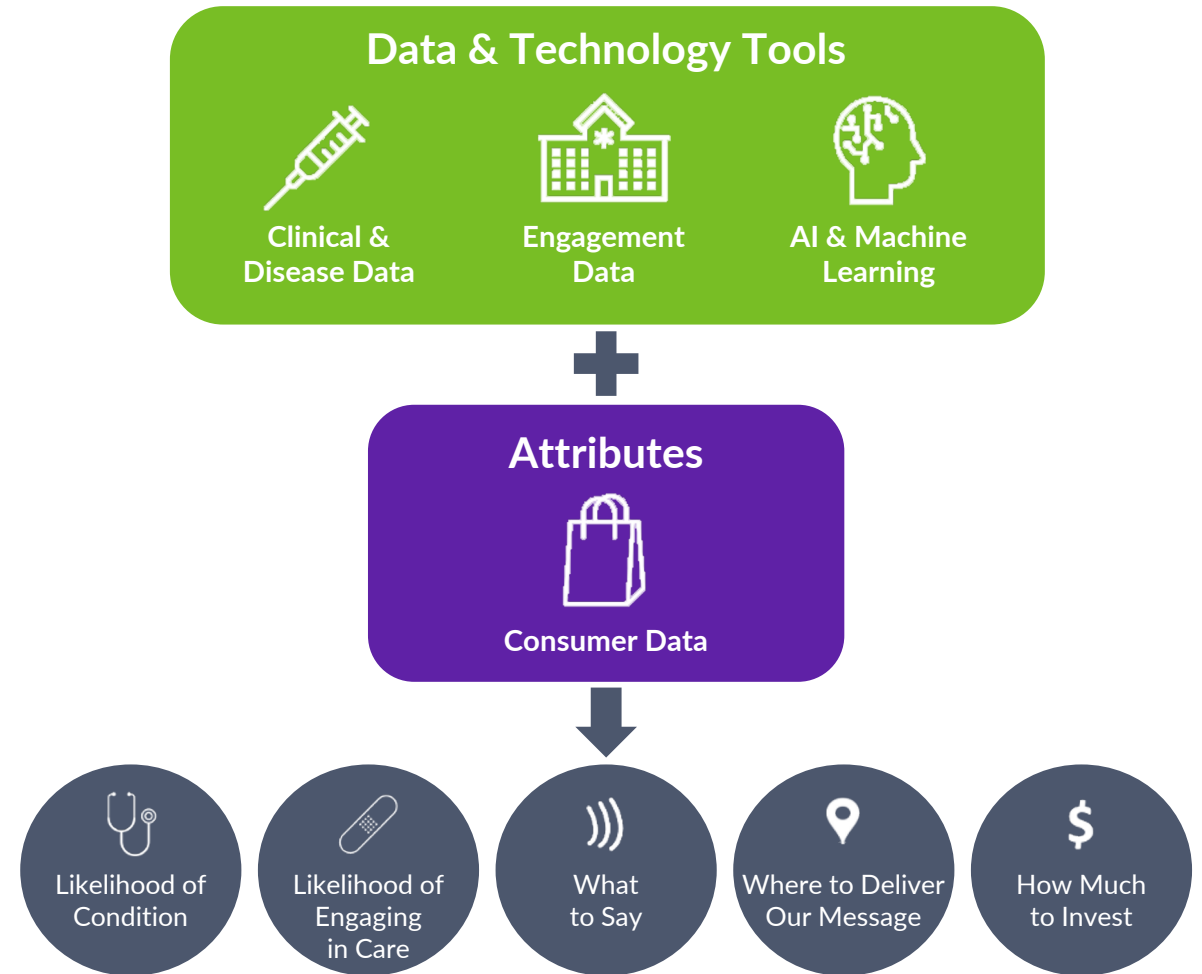


## WHAT'S NEXT

# Identifying key patient segments

Where do I start with tools, techniques, and best practices?

- Research and insights
- The role of first-party data
- Licensed data and models
- Developing microsegments





CASE STUDY

## Driving Orthopedic Volumes

# Targeting Two Unique Audiences

## Messaging Focus

### Stay Active Audience

Consumers likely to need orthopedic care to stay active and support activities and their families

- PSA, SSA, radius around additional market area
- Tend to be ages 55-64
- High likelihood for orthopedic services
- Likely to have limited comorbidities
- Likely to be more active
- Wealthier

### Regain Mobility Audience

Consumers likely to need orthopedic care to address ongoing pain and regain mobility that has been lost over the years

- PSA, SSA, radius around additional market area
- Tend to be ages 65-74
- High likelihood for orthopedic services
- Likely to suffer from multiple comorbidities
- Less affluent

## Targeting Details

## Additional Audience Insights

What they value, family makeup, race, health attitudes and behaviors, potential comorbidities



## ROADBLOCK #4

Developing tailored messaging across audiences and creative assets feels complex and daunting.

## SHIFTING THE MINDSET

Use of data to develop more specific messaging than in other broader awareness campaigns

## THE APPROACH

# Potential messaging angles

Risk factors

Specific conditions

Treatment options

Myth vs. fact

Gender-specific

Relate to the audience's challenges and  
provide solutions

Prompt user to take action

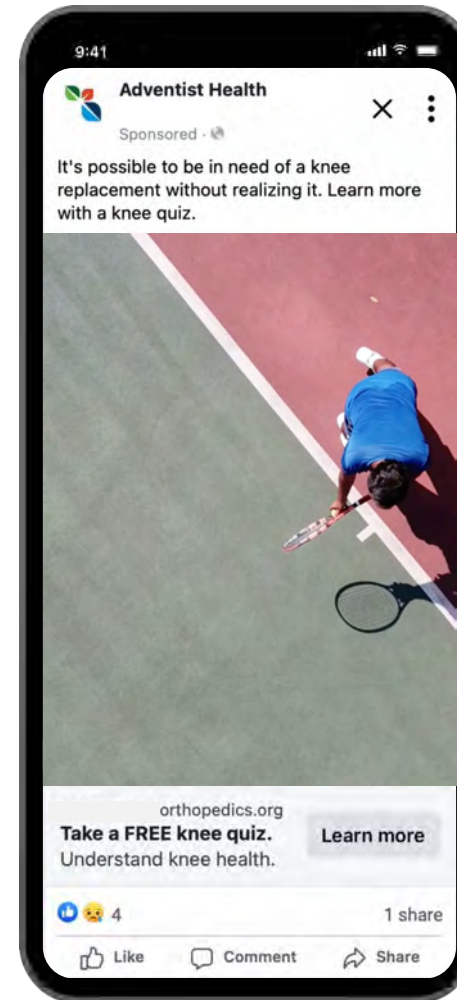
Potential CTAs



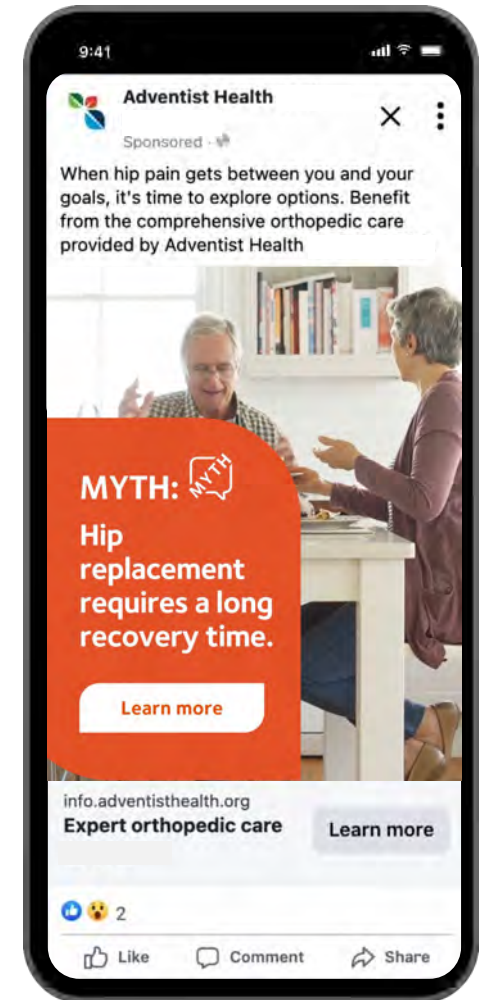
# Sample Creative Executions (Audience 1)



Stay Active, Display Samples



Stay Active, Social Video (knee)

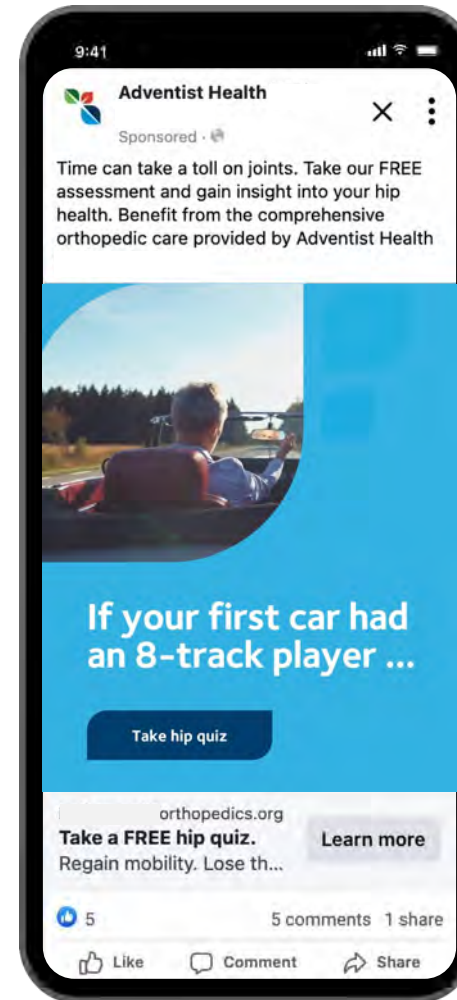


Stay Active, Social Video (hip)

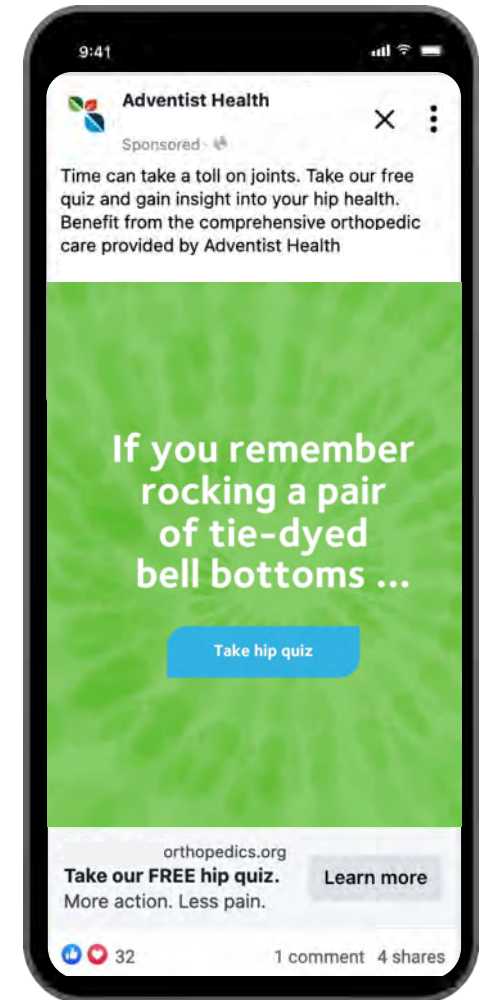
## Sample Creative Executions (Audience 2)



Regain Mobility, Display Samples



Regain Mobility, Social Video (hip)



Regain Mobility, Social Video (hip)

# Sample Creative Executions



:15 Programmatic Video, Stay Active



:15 OTT Video, Stay Active





## ROADBLOCK #5

I'm not sure how to build this media plan or how to incorporate it into my current media activations.





WHAT'S NEXT

# Understand your “aerial support” first

Precision isn't designed to be your sole source of truth

Use mass media to elevate your brand anthem and points of differentiation

Seed the market to turn preference into profits

## THE APPROACH

# Selecting the right tactics for your campaign

Channel prioritization to ensure a 1:2:1 engagement

Different channels serve different purposes

And every channel can serve multiple purposes

The impact of platform-specific creative

# Sample Media Mix

## Video Distribution

- CTV
- Programmatic video
- YouTube
- Native

## Programmatic Display

- Programmatic and direct placement
- Rich media units when possible
- Native display

## Social Media

- Meta family of placements
- TikTok
- LinkedIn
- Pinterest



# Educating the organization about visibility in market

If you have not been identified as one of our high-propensity targets, you will not see the ad ...

*... and that's the way  
we want it!*



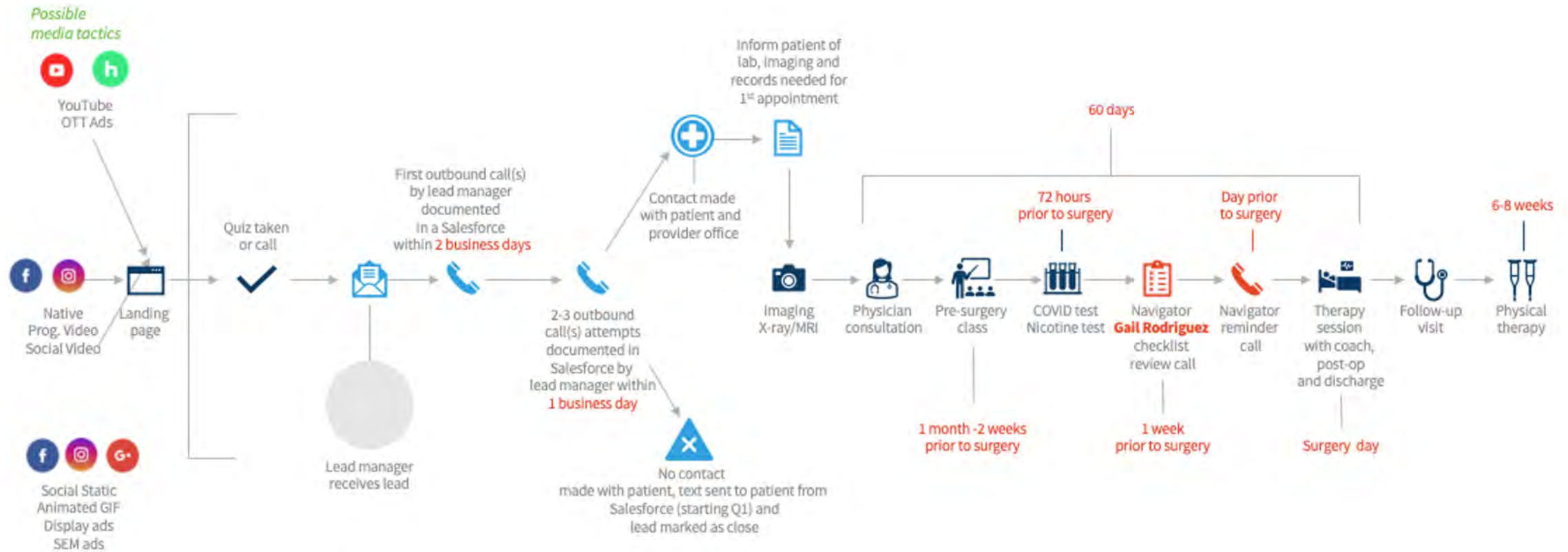
ROADBLOCK #6

How do I build the infrastructure needed to capture leads?



# Capturing leads and converting them: starts with knowing your patient journey

## Market Example Hip and Knee



## THE APPROACH

# Building the conversion infrastructure

- Call tracking
- Health risk assessments
- Lead forms
- Webinars
- Lead manager role





ROADBLOCK #7

My C-suite is skeptical.

# Elements of an effective ROI model for patient acquisition marketing

## Align KPIs

- Define the most impactful ROI measures
- Look at primary and secondary measures

## Understanding Impact

- Create control groups to establish a baseline
- Close the loop from audience lists to patient activity
- Identify trends over time



# Key Takeaways

1. Strategically prioritize your marketing investments with a data-driven approach.
2. Data access: Invest, educate, and prove the value.
3. Audience segmentation: Leverage technology, consumer attributes, and microsegments.
4. Data is your friend – use it to develop specific, tailored messaging.
5. Approach media activation with a different mindset.
6. It's more than just data, media, and creative – build the infrastructure to capture and convert leads.
7. Build an ROI model that the C-suite will support, using control groups and closed-loop audience attribution.

# Questions?



# Thank you.