ROI in Healthcare: Tracking from Lead to Patient to Revenue

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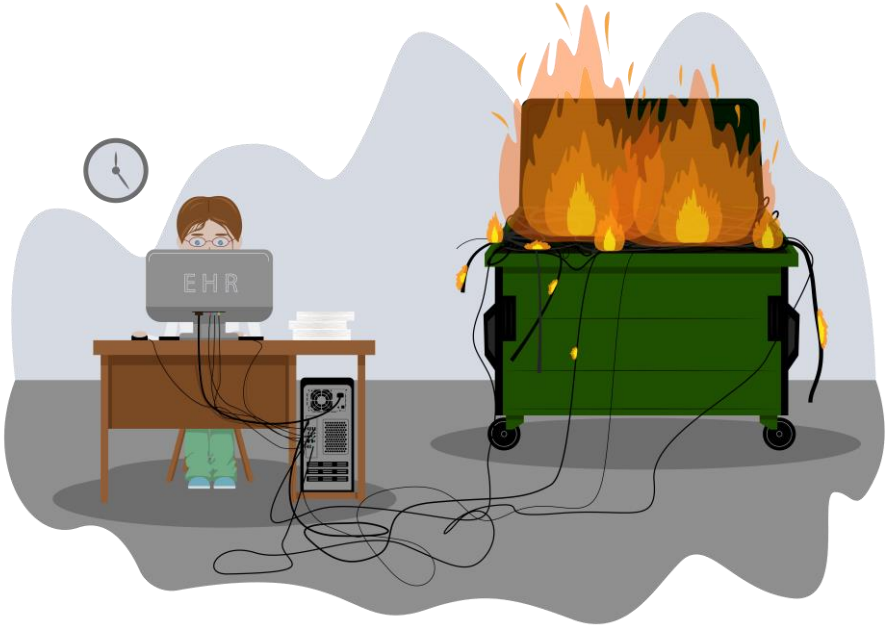
Avoiding the “Data Dumpster Fire”

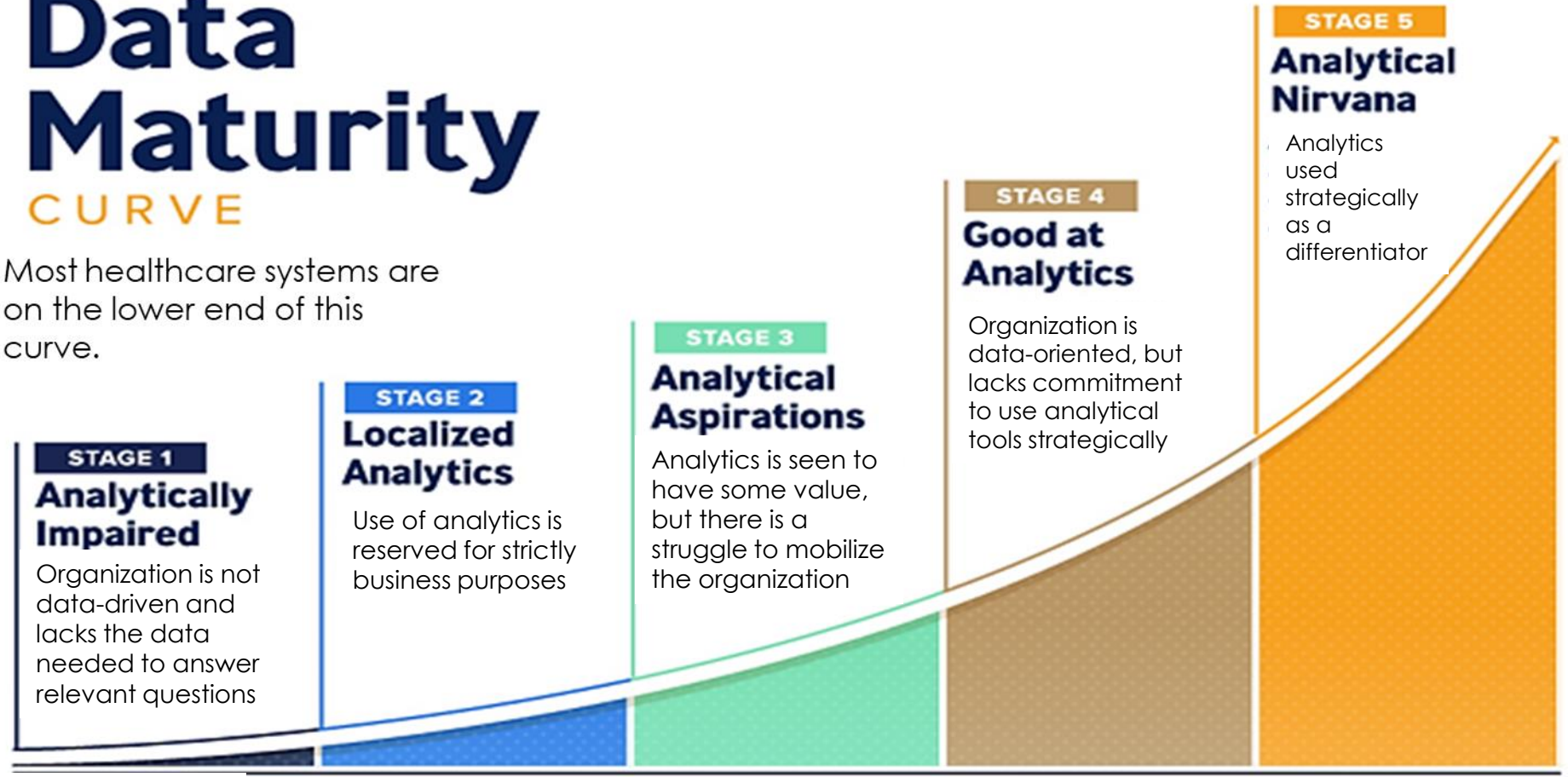
Understanding how to connect data for new growth opportunities, great efficiencies internally, and to improve the patient experience is a universal and pressing challenge.

- Maintain core mission and values
- Keep patient experience as #1 priority
- Don’t be afraid of data sharing
- Eliminate silos, improve data integrity
  - Capture data EVERYWHERE
  - Understand everything
  - Use data for good



THE Data Maturity CURVE

Most healthcare systems are on the lower end of this curve.



Source: IBA Research, 2018

Activating Data in Healthcare

This evolution probably seems like a daunting task, but with the right solutions and partners in place, you can:

- Build a strong foundation
- Close the loop from data to action
- Find growth opportunities and challenges
- Test and learn quickly

Highway to *(better)* **Healthcare**

Enterprise Analytics Process: Systemwide Alignment on Data

Set Marketing Objectives That Tie to Business Goals

What data points carry the highest value and will be used to determine success?

Establish Contribution Margin and Prove Value of Lead/Patient

How do we drive growth and volume faster than incurring costs enterprise-wide?

Determine Roadmap Between a Lead and a Long-Term Conversion

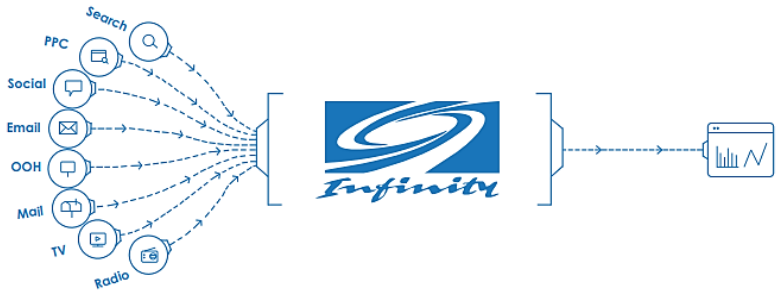
Establish value for each touchpoint along the consumer journey to ensure media costs align with acquisition goals.

Increase Automation & Efficiencies

Aggregation is the first step in being able to evaluate the success of a marketing campaign, so it's essential to get that step right.

Automating the aggregation process will improve marketing performance results and ROI because it'll free up time to focus.

Work smarter, not harder - eliminate the manual efforts tied to aggregation and reporting and decrease room for error.



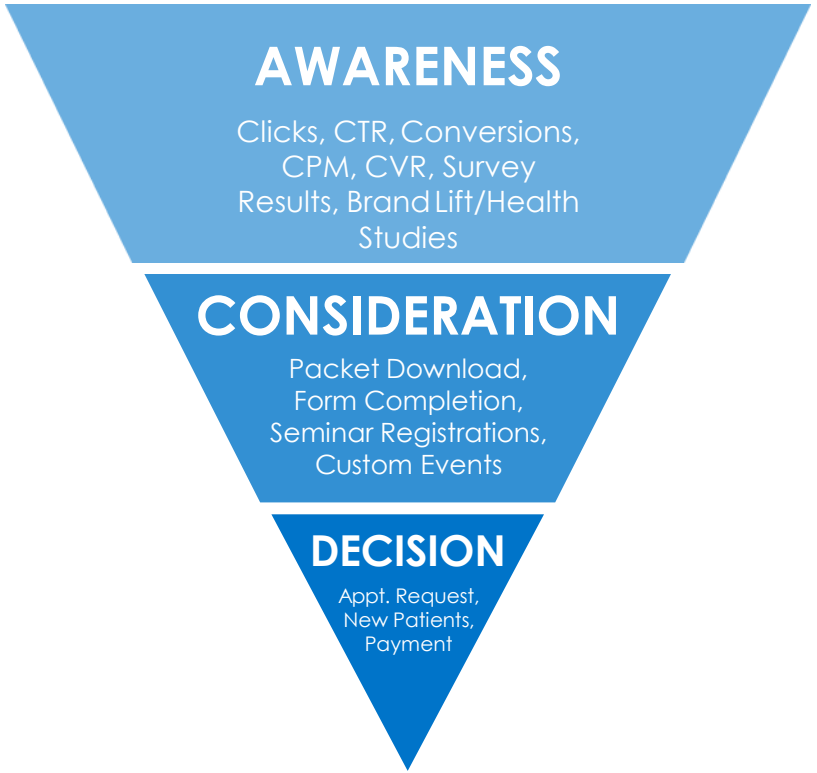
Making Sense of the Data vs. Data Overload

Navigating the sea of data requires diligent alignment on what metrics matter the most

- Marketing objectives to online actions
- Online actions to business objectives
- Business objectives to business performance

Consolidating Data into Segments

- Define KPIs across the full user journey
- Set goals and benchmarks
- Establish monetary value of every action
- Start with the value of a new patient and work backwards



Where Most Healthcare Marketers Are with Performance

Key Measures:
Reach/Frequency, CTR, CPC, Views, Spend

Key Measures:
Pageviews, Time Spent, Completed Actions

Key Measures:
Total Patients, New Patient Rate, Contribution Margin

Analytical Nirvana Lies in Connecting Efforts

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No CRM? No problem.

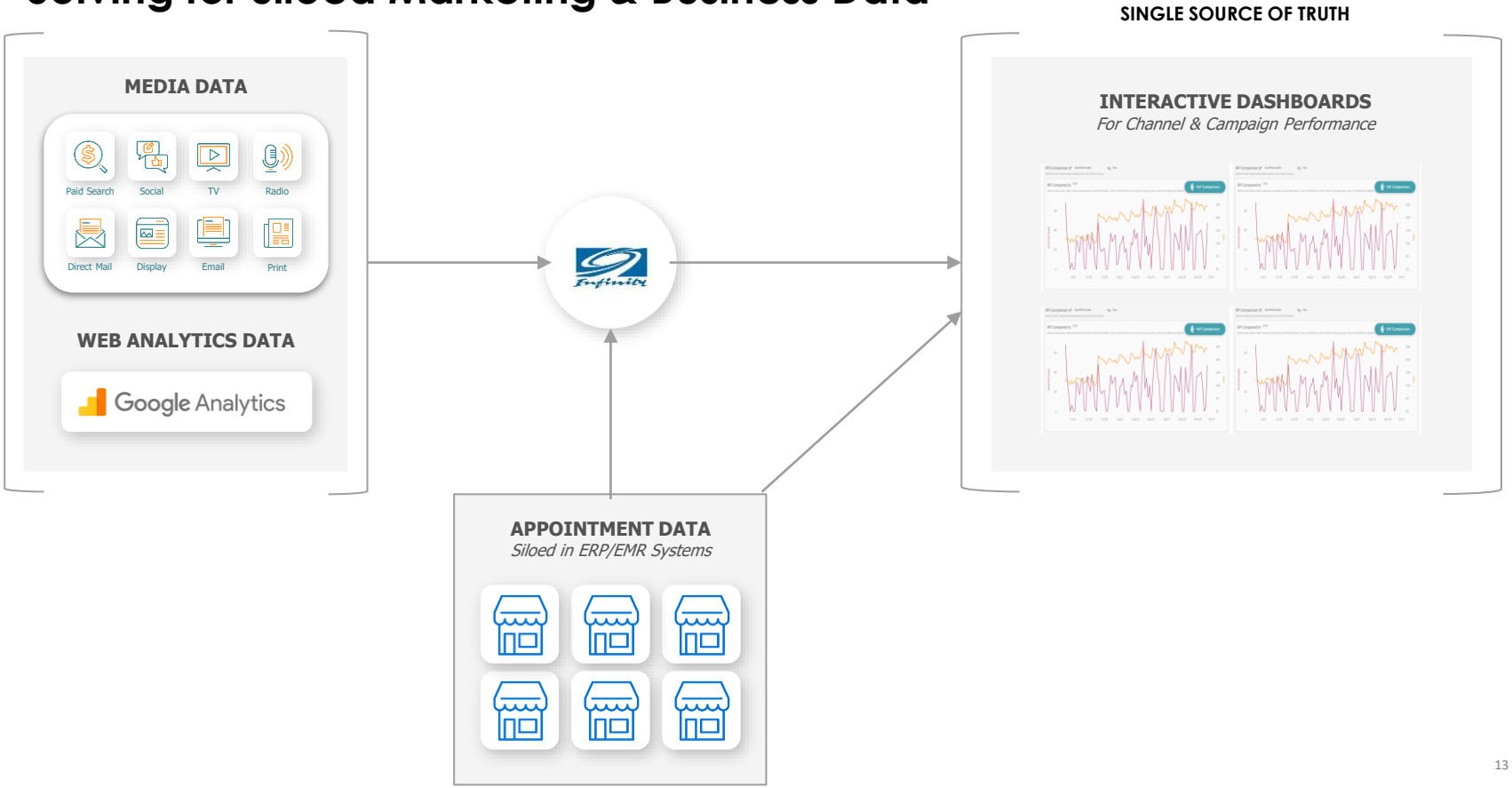
Use what you **do** have to track and understand the patient journey.

Tracking the patient journey determines which step is responsible for the patient ultimately making an appointment: a CTA on a display banner, a paid search ad extension, or an organic website visit.

All patient journey steps are crucial to the final conversion, but **one step always stands out as being the most important to each specific patient**. It may not be the same step for each patient, but patterns will appear as you track and monitor these campaigns.

Evaluating ROI in Healthcare with No CRM: Case Study

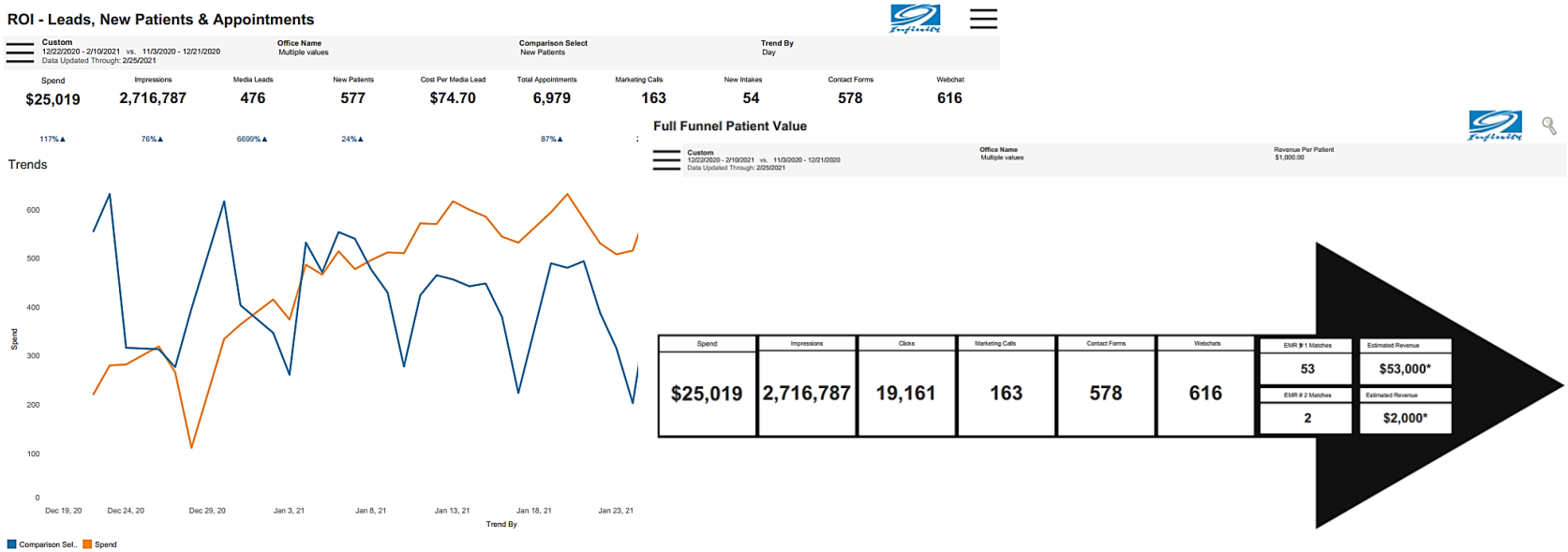
Solving for Siloed Marketing & Business Data



Evaluating ROI in Healthcare

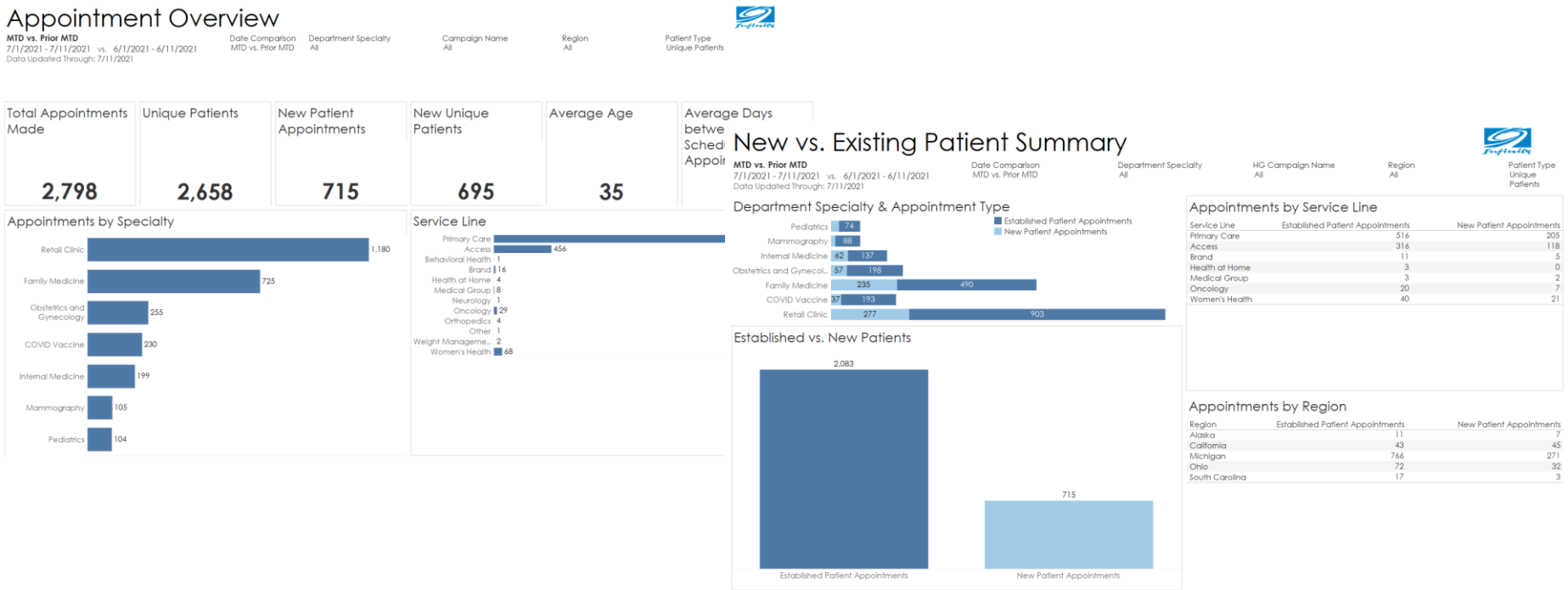
Pulling all sources into one single source of truth **provides increased visibility into all meaningful actions** that occur along the patient journey. This includes tracking calls at a service line or facility level to a unique number, monitoring contact form submissions, and ultimately determining **cost per new patient** totals.

From there, we have been able to match back to phone numbers in ERMs/CRMs to determine ROI.



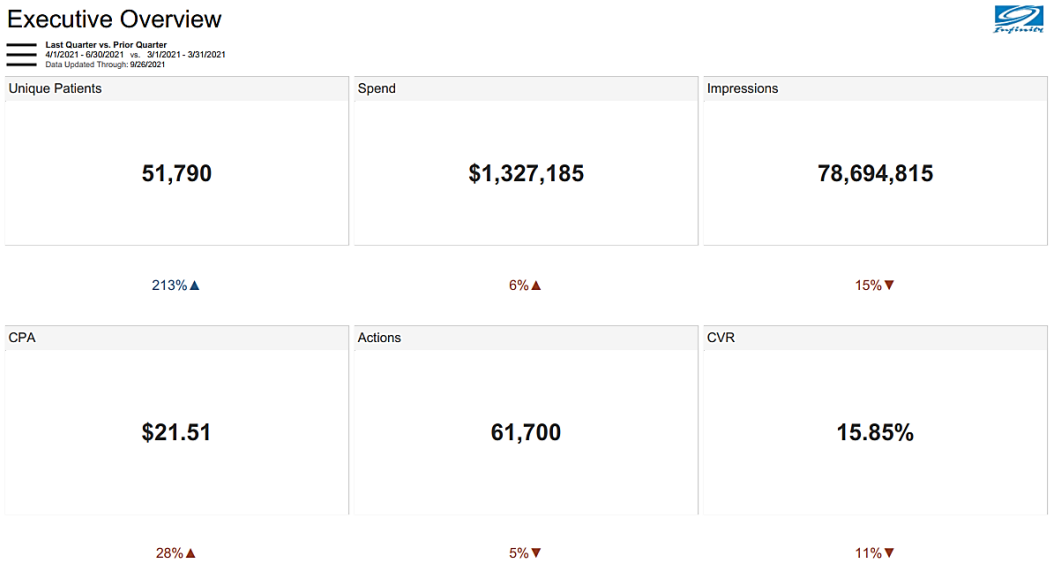
Tracking System-Wide Appointments & Patient Encounters

- Appointment and patient encounter data provided at a pre-determined cadence
- Overview of appointments made by region, service line, geography, age/gender, campaign, and new/existing patients; connects back to digital marketing efforts that Infinity manages



Big Picture & Granular Focus

- Based on the audience, we are developing big picture and hyper-granular views in order to provide intentional, actionable insights
    - Creating executive summary for leadership focusing on aggregate actions, patient/appointment volume, global spend, total impressions, CPA, and CVR across all channels
    - Can be used for further collaboration, more detailed insights and informed optimizations, and strategic planning efforts



Roadmap to Success

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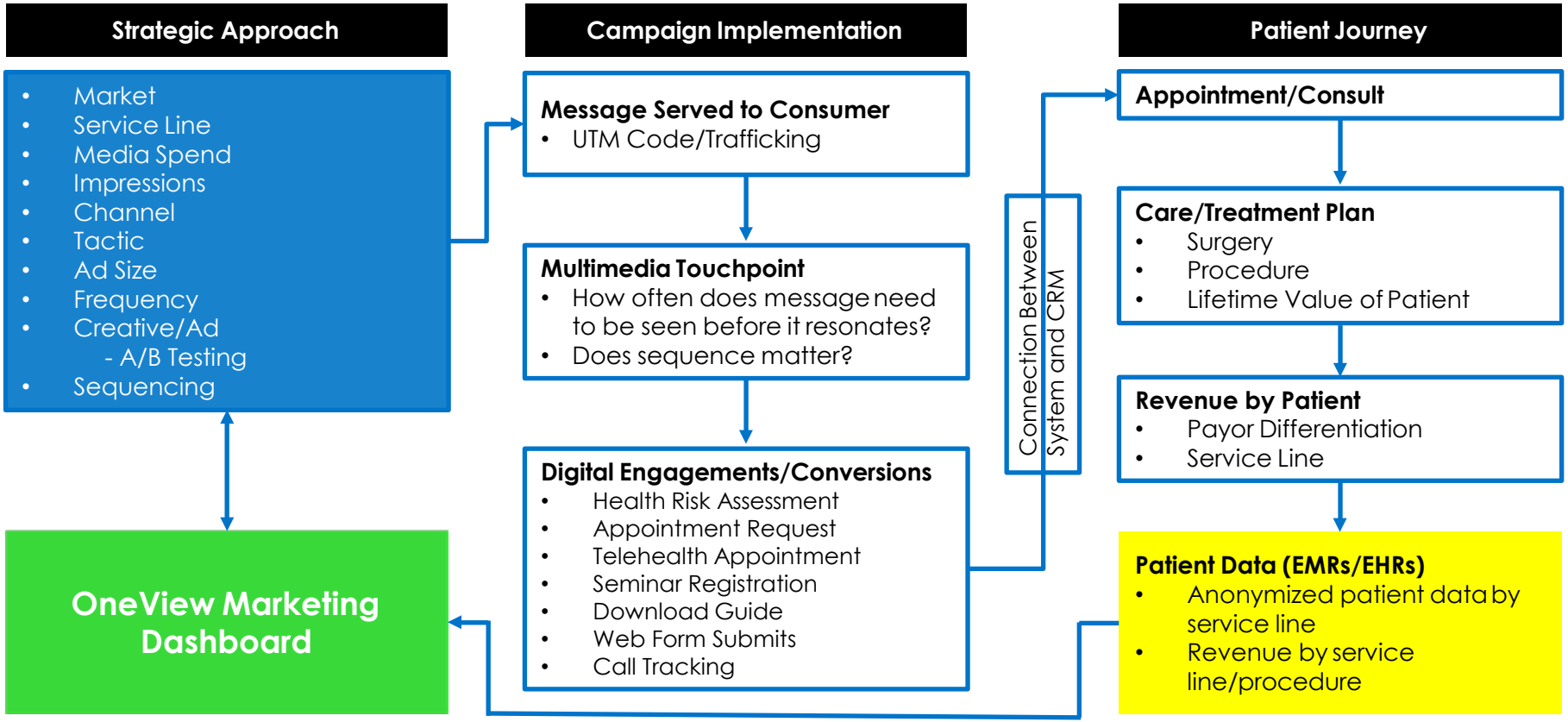

Where Do We Go Next? Roadmap to Success

Outline business priorities and define tangible marketing goals and objectives

What gaps and opportunities exist?

Focus on automation to increase efficiencies

Audit existing partners, platforms, and resources

Identify opportunities for increased tracking and measurement

- Website, email performance, patient data or contribution margins, etc.
- UTM Parameters or tracking links tied to CRM system

Thank You

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