

Case Study #2: Hospitals Chain in New York

Advertiser Overview

Advertiser is a nonprofit integrated healthcare network based in New York. The health system is the largest healthcare provider throughout the region including five tertiary and three specialty care facilities treating more than 300,000 patients each year with more than 81,000 employees.

Objectives

Explain the individual impact of marketing activities – both for the Masterbrand and Clinical advertisements towards driving visits and revenue across the hospital and ambulatory facilities. Evaluate the overall payback the brand was getting across their marketing investments. Estimating the effect of external drivers on the business (macroeconomic, COVID, competitors, etc.).

Insights

- The primary source of growth was core/base effects, which increased by 27% and 37%, respectively.
- Cardiac visits and surgical cases increased due to increased investments in paid search, radio, and streaming audio in '21 vs. '20, while TV, digital display and video, Facebook, and print had a lower impact due to decreases in spend.

Driver Performance Assessment

Lower Cost per Visit Paid Search, Digital Video

Higher Cost per Visit Direct Mail, OOH



New York, US



\$22.4M Ad Spend



Hospitals
Dr.'s Offices (Ambulatory)



Surgical Cases
Office Visits

Recommendations

- Despite an overall decrease in media spend of -16%, media cost per cardiac visit and surgical case (efficiency) improved 5% and 15%, respectively.
- Other patient responses such as SEO/owned media sessions and Physician Access Services(call center) helped drive growth in '21 vs. '20.
- Marketing contribution dominated by an overwhelming response through selective brand campaigns catering specifically to Pediatrics and Women's Health.
- Setting up of new facilities in the region had a lower than estimated impact on driving patient visits and is expected to drive visits higher the following year.