

## Client Success Story

# Using the Force of Data to Make a Lasting Impact



### Client at a glance

- This health system is one of the longest established group practices in the country with 5 hospitals, more than 372 primary and specialty care physicians, 204 advance practice practitioners.
- Founded in 1979, this health system's main campus is in two states within the northeastern United States.
- 1.2 million patients visit each year.

1

Embracing data and using it to your advantage.

2

Tracking ROI is important for course correction and new patient acquisition.

3

Working faster and easier is possible with our Health System Growth Solution.

### Challenge

The health system didn't have an efficient way to manage or use patient data, so they were unable to communicate with patients and prospects effectively to provide patient support, grow new patient volume, and drive service line volume.

### Solution

By using Virgin Pulse's Health System Growth Solution (Growth Solution), this health system combined their data sources in one place for easier analysis and actionable insights. This allowed them to identify the right patients and prospects to target with the right campaign, using the right communications channels, and sending at the right time for the greatest impact.



## Targeting the Right Patients for Greater Campaign Success

### Three Examples with this Health System and Virgin Pulse

#### Driving COVID-19 Vaccine Acceptance

Using Virgin Pulse’s Health System Growth Solution, this health system evolved communications from connecting patients with telemedicine during shut-downs, to helping patients and prospects schedule appointments when the COVID-19 vaccine became available.

#### Engaging New Movers with a Multi-Cycle Campaign

Powered by the Growth Solution, this health system developed and deployed customized, monthly campaigns which welcomed new movers and educated them about this health system’s closest clinical locations. Direct mail insights were carried over to digital channels for greater impact.

#### Health Risk Assessment (HRA) Trigger Campaigns

Within the Growth Solution, this health system developed target lists for individuals at risk for heart, weight, and musculoskeletal issues, offered digital health risk assessments through multi-channel, multi-cycle campaigns. Invited HRA responders to continue their healthcare journey by inviting them to attend seminars promoting cardiology, bariatrics, and orthopedic services.

**\$892:\$1**

**ROI**

for COVID-19 Vaccine Acceptance Campaign

**26k**

for engaged prospects via the COVID-19 Vaccine Acceptance Campaign

**75%**

for COVID-19 Vaccine Acceptance Campaign

**\$6,681:**

**\$1 ROI**

for HRA Trigger Campaign

**11k**

new patients acquired via the New Movers Campaign