

Allegiance Health

SEM to Increase EVALIA® Health Profiler Completions

PROFILERS UTILIZED IN THIS CASE-STUDY

- ✓ Heart Health
- Stroke Risk
- PAD
- Diabetes
- Breast Cancer
- Prostate Cancer
- Colorectal Cancer
- Lung Cancer
- Weight-Loss Surgery
- Knee & Hip
- Back & Neck Pain
- Urinary Incontinence
- Sleep Apnea
- Asthma Symptoms (Adult)
- Asthma Symptoms (Children)

SELF-CARE PLANNERS UTILIZED IN THIS CASE-STUDY

- Urinary Incontinence
- Knee & Hip
- Back & Neck

BACKGROUND

Founded in 1918, **Allegiance Health** supports a 480-bed system with more than 400 physicians. The health system offers a variety of specialized services including: a cancer center, a heart center with a cardiac universal bed unit, an osteoporosis center, a balance center and a pain management center. Other health system features include emergency room care, urgent care centers, and pediatric and birthing care.

CHALLENGE

Hospitals and health systems are challenged with finding new ways to thrive in a time of unprecedented change—change that encompasses patient engagement requirements, increased competition, and population health initiatives. Allegiance Health needed an **online method to increase patient volume** for their **heart and vascular services** and to promote health and wellness in its community. Allegiance Health chose EVALIA® Heart Health Personal Health Profiler from Medicom Health Interactive's to identify prospective and current patients who have a high-risk of developing cardiovascular disease. In an effort to **increase the number of patients** and prospective patients taking the profiler, the healthcare system chose **Eruptr** to develop a **comprehensive online marketing campaign**.

APPROACH

Eruptr implemented an online marketing campaign that included **analysis, keyword creation, and online ad development** to increase the profile of the heart health profiler. Code developed by Medicom Health interactive and Eruptr allowed Allegiance to be **notified when an assessment was completed**. Individuals who provided their contact information upon completion of the profiler, automatically received a **personalized email based on risk-factor** through the EVALIA platform and additional follow-up from Allegiance.

Keywords & Paid Search



Hospital Website with Heart Profiler



Increased Paid Procedures



The Eruptr campaign used keyword creation and online ad development to drive traffic to website and increase paid procedures.

Forty-thousand website
visitors in an 8-month period



40K
website visitors

Heart Health Profiler
completion rate



100+
profiler completions
per month

RESULTS

The Eruptr campaign focused on **internet users within a 10-mile radius** of Allegiance Health and resulted in **40,000 website visitors** in an **8-month period**. The **Eruptr SEM platform** was used to manage and measure the **targeted online campaigns**. The campaign resulted in a **profiler completion rate** in excess of **100 per month**.



Number of completed assessments during campaign	Cost per assessment completion	% of webpage traffic attributed to campaign
810	\$83.58	65%
% increases in assessment completion	% assessment completions at high-risk	% assessment completions at med-low risk
200%	33%	66%

Results of Eruptr's campaign utilizing the EVALIA® Heart Health Profiler over an 8 month period for Allegiance Health



About Medicom Health Interactive

Medicom Health Interactive, creators of EVALIA® Personal Health Profilers, develops evidence-based health and wellness software applications that identify at-risk populations through a concise series of questions related to lifestyle, family history, and health. The profilers are customizable, web-based programs designed to provide health care systems, hospitals, and clinics with the consumer information needed to promote their service lines through targeted messaging and reach at-risk populations.

Eruptr (www.eruptr.com) is a leading expert in Search Engine Marketing (SEM), Search Engine Optimization (SEO), Social Media Marketing and importantly, conversion solutions that yield measurable results. Eruptr's innovative programs will increase brand awareness, visitors and consumer throughput for hospitals, healthcare systems, and healthcare practitioners.

For more information, contact us at:

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