

Growing Weight-Loss Surgery Revenue

Using digital tools to drive engagement and increase surgeries

CHALLENGE

In 2016 a medium-sized health system tasked their marketing team with growing bariatric surgery revenue. For a long time, the system had relied heavily on traditional outreach to drive attendance to their bariatric surgery seminars.

With limited success, the marketing team realized the need to increase online engagement, personalized outreach, and seminar attendance in order to reach their increased surgery revenue goals.

SOLUTION

In looking at Medicom's Weight-loss HRA, (which determines if consumers are appropriate candidates for surgery) and hearing about other successful campaigns we have run in conjunction with their CRM, they decided to run a campaign dedicated to promoting the HRA primarily via Facebook.

The client understood the value of placing an HRA as a strong a call-to-action for their digital campaign. Since weight is a sensitive topic, allowing consumers to voice their concern and communicate about their weight issues was a driver in selecting Medicom as a partner.

They also knew the importance of having appropriate follow-up in place, so that consumers knew how to access the care they desperately needed. By taking advantage of Medicom's calls to action, follow-up email system, along with their ability to facilitate phone call follow-ups, the system was well armed to engage consumers and encourage action in the service line.

SUCCESS

From January 2017, through the end of July 2017, 340 consumers completed this client's HRA, reflecting a 54% completion rate for the client, compared to the 35% client average. Of the 340 completions, 68% of those consumers were recommended for weight loss surgery, compared to 53% average.

The effort yielded a significant increase in seminar attendance, and to date, has generated a whopping 214 surgeries and an ROI of 30:1.

SUCCESS OF CAMPAIGN

214

weight-loss surgeries performed to date

27%

of their matched leads converted to bariatric revenue

30:1

Return on Investment



About Medicom Health

Medicom Health provides online evidence-based personal health assessments and personal health planners designed to help hospitals and health care systems meet patient acquisition, consumer engagement, and revenue goals. The platform allows clients to collect consumer-provided health data, stratify and analyze data, and connect with at-risk consumers through automated emails and promotional services.



Health Risk Assessments

Heart Health	Weight-Loss Surgery
Stroke	Healthy Weight-Range
PAD	Bladder Control
Diabetes	Sleep Apnea
Breast Cancer	Asthma Symptoms
Prostate Cancer	Asthma Symptoms (Children)
Colorectal Cancer	Anxiety
Lung Cancer	Depression
Knee & Hip	Acid Reflux
Back & Neck Pain	

For more information, contact:

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