



# ANONYMOUS CASE STUDY

APRIL, 2017

## OUR GOALS

Advance 360 partnered with a community hospital to achieve 2 goals. These goals were refined from larger initiatives into measurable, incremental changes that could be tracked historically as well as into the future.

**GOAL 1** - 7% REVENUE INCREASE ACROSS KEY SERVICE LINES \*

**GOAL 2** - INCREASED RETENTION OF EMPLOYEES WITH LESS THAN 2 YEARS' TENURE

\*AS MEASURED IN PART BY RELATIVE VALUE UNITS (WRVU'S)

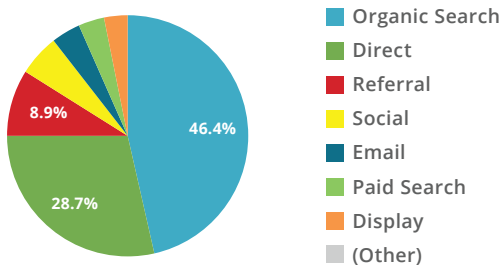


# WEBSITE HIGHLIGHTS

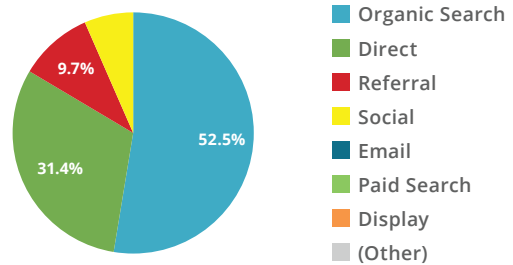
Having established a holistic marketing effort across all channels and services of the hospital, in the first seven months of the campaign dramatic changes were visible. Large increases in both organic search and direct traffic were felt throughout the organization, and the mix of traffic generation far more healthy (diverse) than the previous year.

| DEFAULT CHANNEL GROUPING   | SESSIONS                          | NEW SESSIONS                    | NEW USERS                        | BOUNCE RATE                     | PAGES/SESSIONS             |
|----------------------------|-----------------------------------|---------------------------------|----------------------------------|---------------------------------|----------------------------|
|                            | 42,75% ▲<br>220,992 vs<br>154,814 | 16.90% ▲<br>50.28% vs<br>43.01% | 66.87% ▲<br>111,108 vs<br>66,583 | 13.32% ▼<br>51.13% vs<br>45.12% | 3.62% ▲<br>2.64 vs<br>2.55 |
| <b>1. ORGANIC SEARCH</b>   |                                   |                                 |                                  |                                 |                            |
| Jul 1, 2016 - Mar 31, 2017 | 102,521 (46.39%)                  | 51.00%                          | 52,281 (47.05%)                  | 45.90%                          | 2.60                       |
| Jul 1, 2015 - Mar 31, 2016 | 81,655 (52.74%)                   | 48.93%                          | 39,953 (60.00%)                  | 38.78%                          | 2.78                       |
| <b>% Change</b>            | <b>25.55%</b>                     | <b>4.22%</b>                    | <b>30.86%</b>                    | <b>18.36%</b>                   | <b>-6.35%</b>              |
| <b>2. DIRECT</b>           |                                   |                                 |                                  |                                 |                            |
| Jul 1, 2016 - Mar 31, 2017 | 63,405 (28.69%)                   | 48.19%                          | 30,556 (27.50%)                  | 45.90%                          | 3.28                       |
| Jul 1, 2015 - Mar 31, 2016 | 48,559 (31.37%)                   | 32.42%                          | 15,741 (23.64%)                  | 38.78%                          | 2.36                       |
| <b>% Change</b>            | <b>30.57%</b>                     | <b>48.67%</b>                   | <b>94.12%</b>                    | <b>-2.87%</b>                   | <b>38.74%</b>              |

JUL 1, 2016 - MAR 31, 2017



JUL 1, 2015 - FEB 28, 2016

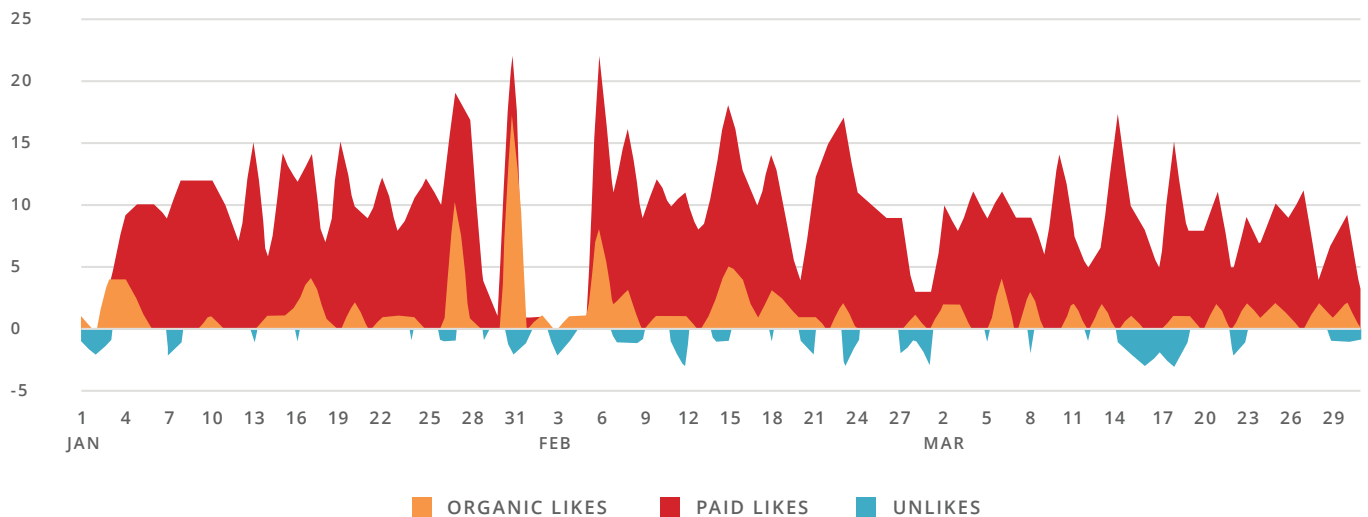




# SOCIAL MEDIA HIGHLIGHTS - YTD

The Social Media Space offered additional insights. Total fans increased by nearly 24% in the first four months of 2017. Promoted posts and other paid social media took hold, generating 722 new fans over the same period.

## LIKES BREAKDOWN, BY DAY



## AUDIENCE GROWTH METRICS

|               | TOTALS |
|---------------|--------|
| Total Fans    | 4,165  |
| Paid Likes    | 722    |
| Organic Likes | 126    |
| Unlikes       | 64     |
| Net Likes     | 784    |

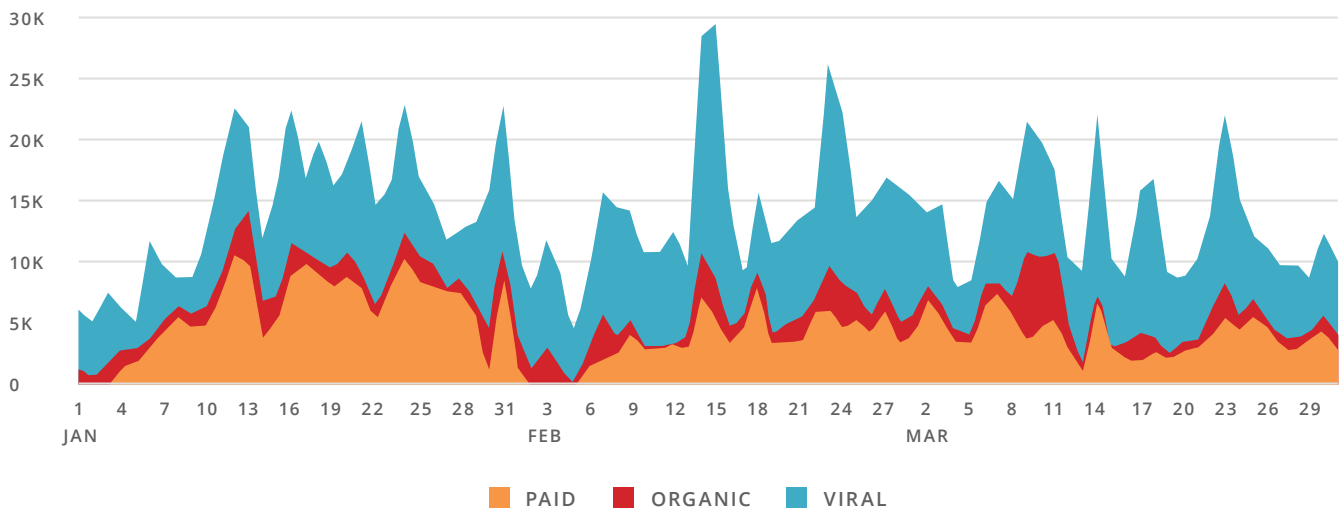
Total Fans Increased  
by  
**23.9%**  
since previous date range



# SOCIAL MEDIA HIGHLIGHTS - YTD

Similarly, impressions were dramatically increased, growing by 34% and achieving more than 1.2 million impressions and almost 700,000 unique users.

## PAGE IMPRESSIONS, BY DAY



### IMPRESSIONS METRICS

|                          | TOTALS           |
|--------------------------|------------------|
| Organic Impressions      | 148,30           |
| Viral Impressions        | 708,021          |
| Paid Impressions         | 403,554          |
| <b>Total Impressions</b> | <b>1,259,935</b> |
| Users Reached            | 697,426          |

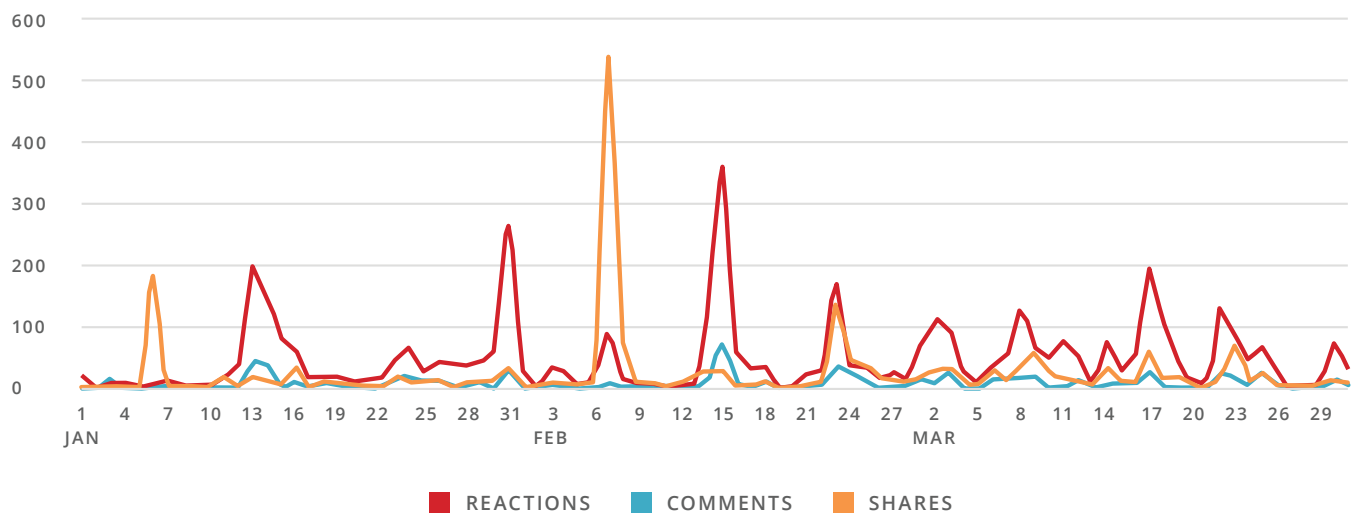
Total Impressions Increased  
by  
**34.0%**  
since previous date range



# SOCIAL MEDIA HIGHLIGHTS - YTD

A regular cadence of engagements began to emerge. The most valuable of the social media highlights, engagements increased by more than 60% in three months.

## AUDIENCE ENGAGEMENT, BY DAY



| ACTION METRICS           | TOTALS       |
|--------------------------|--------------|
| Reaction Metrics         | 4,202        |
| Comments                 | 648          |
| Shares                   | 1,993        |
| <b>Total Engagements</b> | <b>6,843</b> |

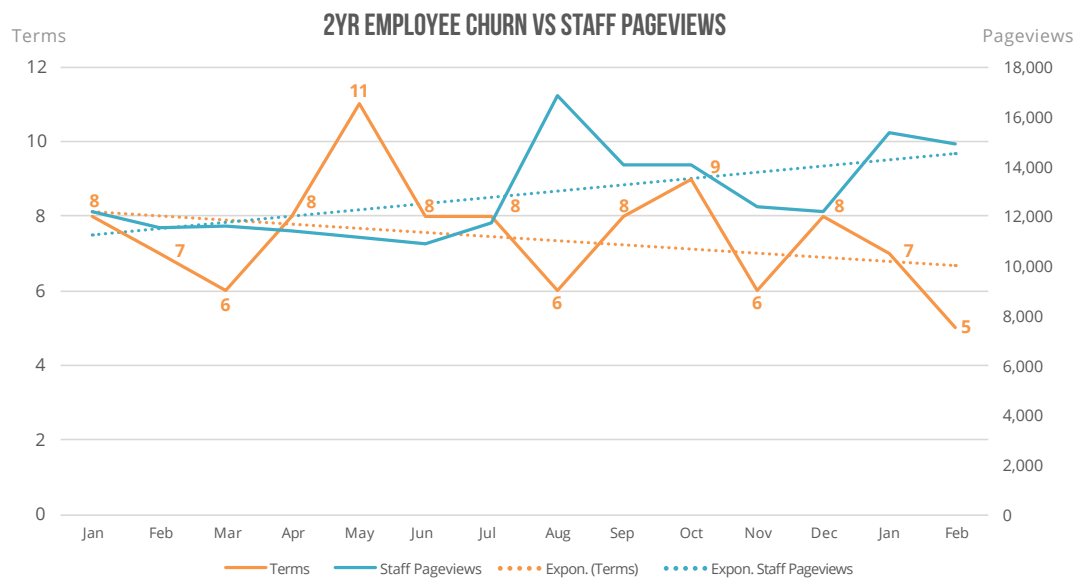
Total Engagements Increased  
by  
**▲ 63.7%**  
since previous date range





## INTERNAL RESULTS

One of our main goals was to reduce employee churn. This would result in stabilizing the labor base over time, and creating cohesion across the patient experience journey. Shown here, the dotted lines indicate trend lines (medians) as well as the correlation between communications to staff (pageviews of staff related content) and the reduction in turnover. While not a single factor, it is most certainly influential.



## SERVICE LINE RESULTS

Shown here, specific performance in service lines, alongside the pageviews relative to these areas. A 90.41% increase in traffic within these sections of the site led to a growth of 20.31% in wRVU's for those same areas.

| DEPARTMENT            | wRVU's        |               |               | PAGEVIEWS     |               |               |
|-----------------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                       | ACTUAL        | PRIOR YEAR    | % DIFF        | 2017          | PRIOR YEAR    | % DIFF        |
| Total General Surgery | 3,030         | 1,952         | 55.28%        | 3,784         | 2,572         | 47.12%        |
| Total Urgent Care     | 1,160         | 1,032         | 12.42%        | 3,706         | 3,027         | 22.43%        |
| Total Ortho           | 4,969         | 3,825         | 29.91%        | 10,640        | 3,418         | 211.29%       |
| Total Neuro           | 1,934         | 1,815         | 6.54%         | 10,844        | 7,933         | 36.69%        |
| Total Ent             | 1,182         | 967           | 22.26%        | 4,211         | 885           | 375.82%       |
| Total Gen Medicine    | 28,277        | 24,115        | 17.26%        | 20,080        | 10,139        | 98.05%        |
| <b>TOTALS:</b>        | <b>40,554</b> | <b>33,707</b> | <b>20.31%</b> | <b>53,265</b> | <b>27,974</b> | <b>90.41%</b> |

**wRVU:** Medicare pays physicians for services based on submission of a claim using one or more specific CPT® codes. Each CPT® code has a Relative Value Unit (wRVU) assigned to it which, when multiplied by the conversion factor (CF) and a geographical adjustment (GPCI), creates the compensation level for a particular service.