



## HEALTHCARE CASE STUDY

*Driving Patient Acquisition & Community  
Trust for Leading Healthcare Providers*



### OUR PARTNERS & THEIR CHALLENGES

#### Large Integrated Healthcare System

A regional hospital system *focused on building community trust and driving awareness for its comprehensive wellness and specialty care programs as well as converting new lifetime patients.*

#### Local Independent Physician Group

A multi-specialty, multi-location clinic *aiming to increase patient volume for specific service lines and new locations in a competitive market.*

#### Statewide 501(c)3 Mental & Behavioral Health Provider

A specialized health provider *seeking to reach vulnerable populations and increase utilization of its services for addiction, mental and behavioral health and Intellectual/Developmental Disabilities.*

### STRATEGIC SOLUTION

#### A Multi-Channel, Patient-Centric Approach

- 1. Map the Digital Patient Journey:**  
End-to-end site mapping for conversion and omnichannel attribution tracking across tactics and lines of business to help understand opportunities and challenges in real time.
- 2. Engage with Precision and Relevance:**  
Select premium, brand-safe environments across search, social, and programmatic channels.
- 3. Measure Outcomes, Refine the Experience:**  
Track and assess metrics that matter, communicating the whole story and optimizing tactics and strategies based on clients' outcomes.

### OUR PHILOSOPHIES ON HEALTHCARE ADVERTISING

#### *Building a Healthy Patient Pipeline*

A **holistic digital strategy** is crucial for navigating the complex consumer journey.

**Premium environments** and context build trust and deliver a stronger ROI than low-cost inventory.

Streamlined **end-to-end attribution** with ironclad privacy protection is essential to prove marketing's value, optimize spend effectively and protect patient rights.

### THE RESULTS

#### *Measurable Growth & Impact*

#### Large Integrated Healthcare System:

**+41%** Primary Care Visits

**+29%** Website Users

**+21%** On-site Conversions

*Sample Results, August 2025  
YoY Comparison*

