

Campaign Drives Higher Volumes to Specialist



54,605 Targeted Patients

12% Response Rate

\$2K:1 ROI

Challenge

- A hospital with a Neurologist specializing in Epilepsy was looking to grow their Epilepsy patient volume.

Solution

- Leveraged Welltok's Patient Acquisition and Retention solution to execute a marketing campaign to educate their audience on why seizures occur, treatment options and how to live a seizure-free life.
- Used pre-defined queries to micro-target people with risks or symptoms associated with Epilepsy.

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www.welltok.com

Contact: sales@welltok.com

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