

Medical Park Grand Openings Spark High New Patient Response



Challenge

- A health system opened three new medical parks in their service area and wanted to introduce the new locations to the community and educate about the services in hopes to bring in new and existing patients.

Solution

- Leveraged Welltok's Patient Acquisition and Retention solution to target non-patients and patients within a defined radius of the new locations.
- Used a specific query aimed to target good payers.
- Launched several campaigns to announce Grand Openings with follow-up campaigns to continue the promotion.

\$4M

In total payments from new patients

26%

New Patient Conversion

\$334:1

ROI