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 *

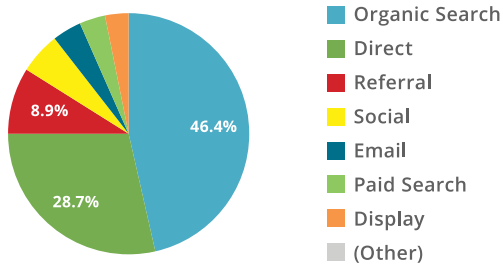**Goal 2 -** INCREASED RETENTION OF EMPLOYEES WITH LESS THAN 2 YEARS' TENURE

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

ADVANCE OHIO
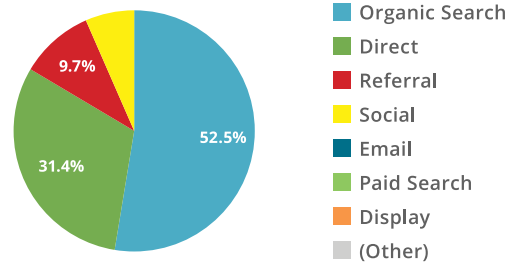
Website Highlights

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) that the previous year.

DEFAULT CHANNEL GROUPING	SESSIONS	NEW SESSIONS	NEW USERS	BOUNCE RATE	PAGES/SESSIONS
	42,75% ▲ 220,992 vs 154,814	16.90% ▲ 50.28% vs 43.01%	66.87% ▲ 111,108 vs 66,583	13.32% ▼ 51.13% vs 45.12%	3.62% ▲ 2.64 vs 2.55
1. ORGANIC SEARCH					
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
% Change	**25.55%**	**4.22%**	**30.86%**	**18.36%**	**-6.35%**
2. DIRECT					
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
% Change	**30.57%**	**48.67%**	**94.12%**	**-2.87%**	**38.74%**

JUL 1,2016 - MAR 31, 2017

- Organic Search — 46.4%
- Direct — 28.7%
- Referral — 8.9%
- Social
- Email
- Paid Search
- Display
- (Other)

JUL 1,2015 - FEB 28, 2016

- Organic Search — 52.5%
- Direct — 31.4%
- Referral — 9.7%
- Social
- Email
- Paid Search
- Display
- (Other)
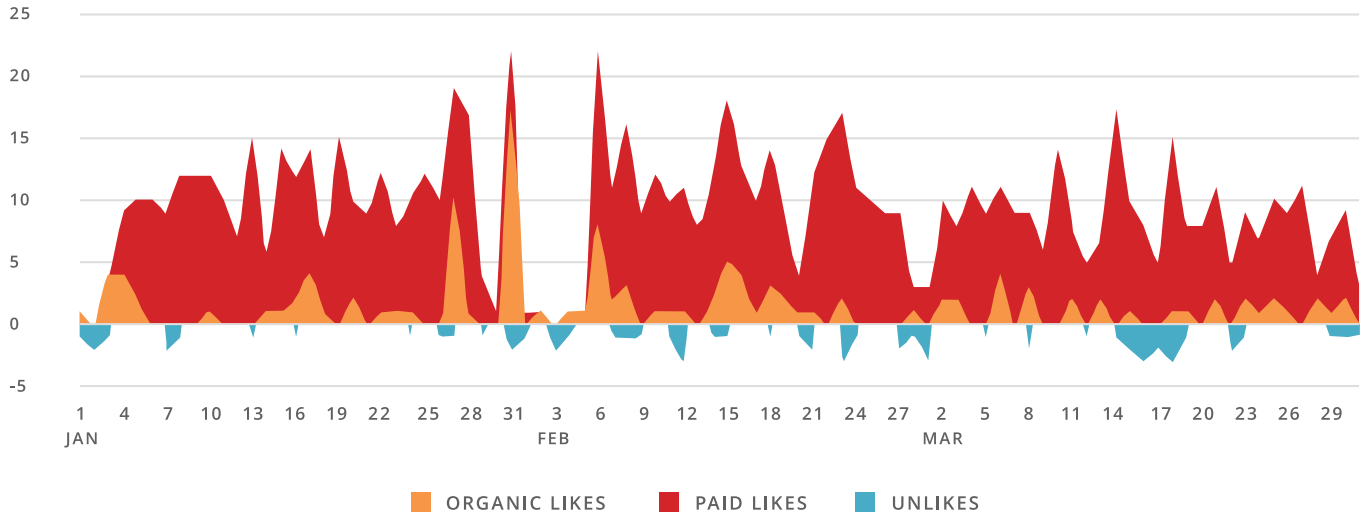
Social Media Highlights - YTD

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

ORGANIC LIKES   PAID LIKES   UNLIKES

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

Legend: PAID ORGANIC VIRAL
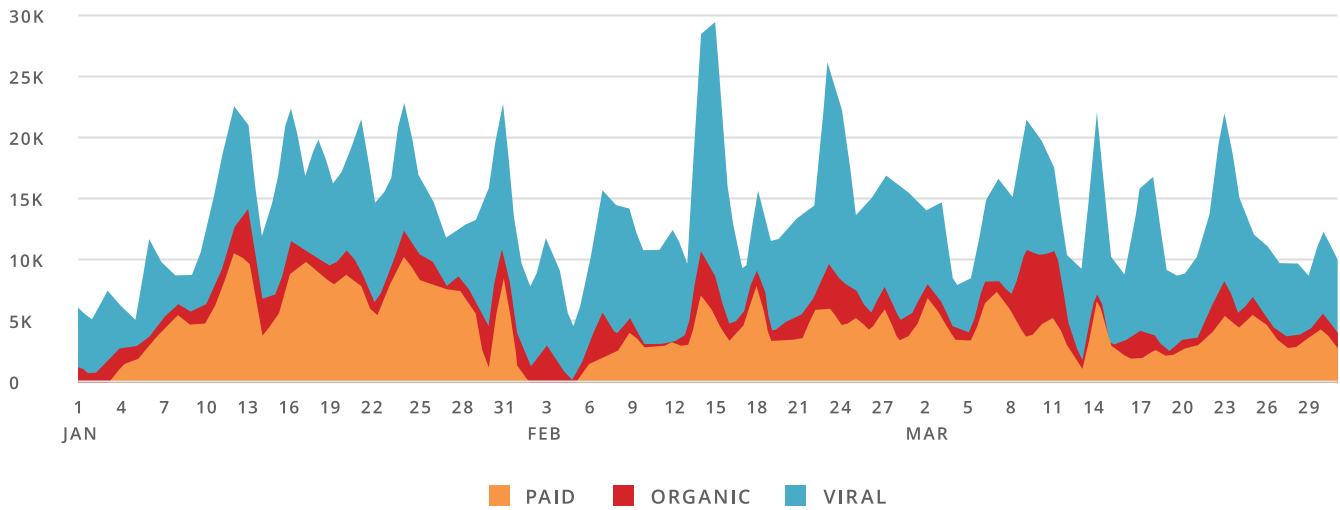
IMPRESSIONS METRICS

	TOTALS
Organic Impressions	148,30
Viral Impressions	708,021
Paid Impressions	403,554
Total Impressions	**1,259,935**
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

Legend: REACTIONS | COMMENTS | SHARES
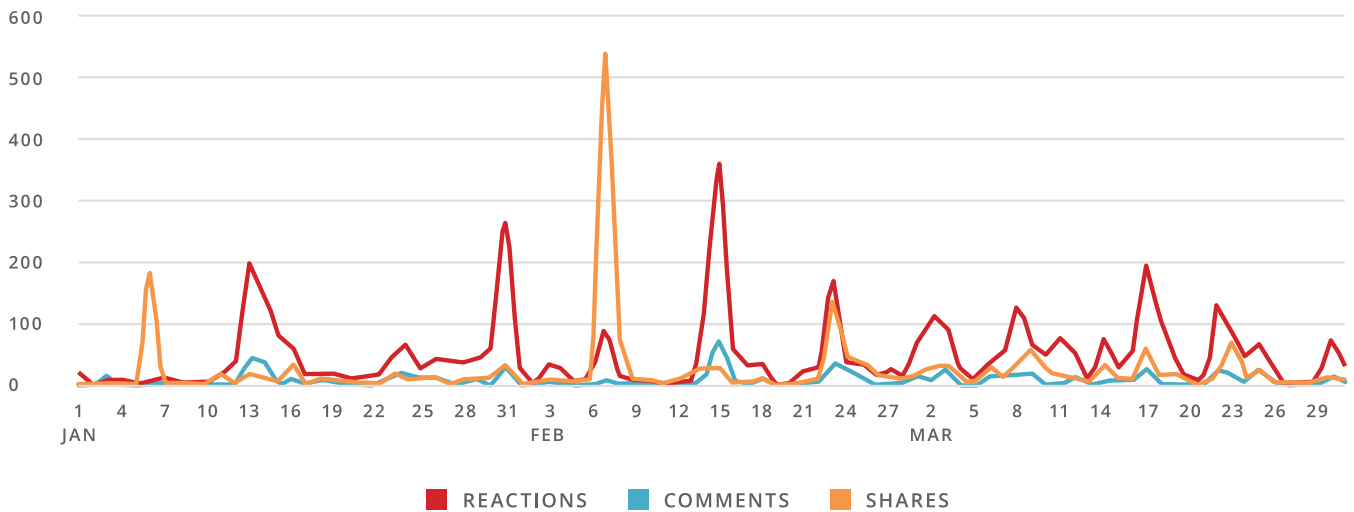
ACTION METRICS

	TOTALS
Reaction Metrics	4,202
Comments	648
Shares	1,993
Total Engagements	**6,843**

Total Engagements Increased by

▲ **63.7%**

since previous date range

Social Media Highlights - YTD

DEMOGRAPHICS

PAGEFANS	PEOPLE REACHED	PEOPLE ENGAGED

BY AGE

- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
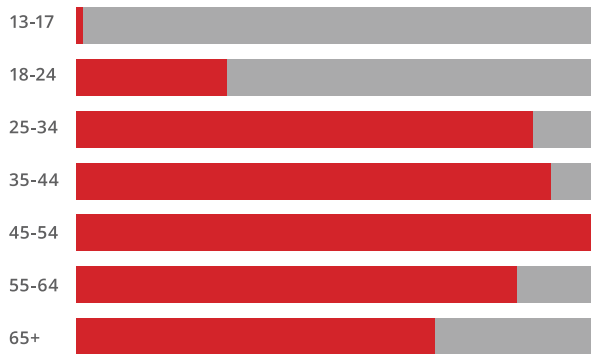
BY GENDER

77.0%
MALE

23.0%
MALE

Women between the ages of **45-54** appear to be the leading force among your fans.

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.

2YR EMPLOYEE CHURN VS STAFF PAGEVIEWS
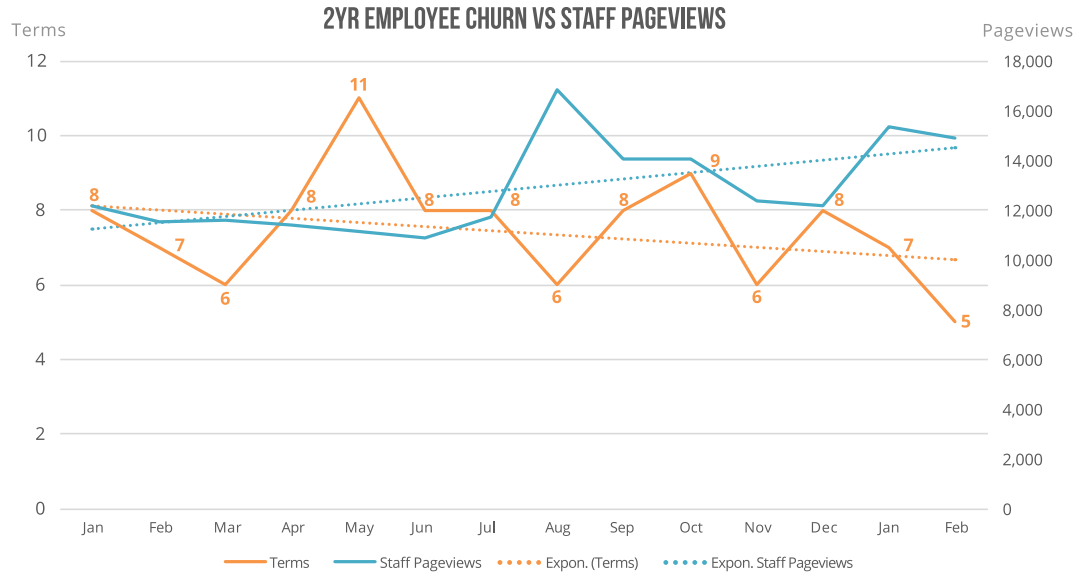
Service Line Results

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%
TOTALS:	40,554	33,707	20.31%	53,265	27,974	90.41%

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.*