

Converting High Value Leads for a Healthcare Client

Background

Anna-Claire was responsible for building an end-to-end demand generation program to source, qualify, and convert net-new healthcare leads into a client's healthcare system. The program included content production, audience segmentation and targeting, paid ad execution and optimization, BDR and sales processes, and analytics and reporting. The entire project was executed over a 12-week period and achieved a 4.2% conversion rate from first-touch to transfer while staying significantly under budget.

Challenge

The orthopedic service line was looking to fill its pipeline with high-value consumers. While the demand generation program was generating hundreds of net-new leads for potential patients in need of care, without an integrated lead management solution, these leads were unlikely to move forward and schedule appointments with providers. Thus, the potential for patient growth was not being fully realized.

An end-to-end demand generation program was utilized to generate and activate these leads into care through personalized outreach and education. The goal: to motivate those who need care the most into getting it.

The focus of this initiative was on hip and knee replacements, procedures valued at an average contribution margin of \$22,000 each.

Solution

Over a 12-week period the BDR function called 735 net-new leads generated by marketing campaigns. These leads were sourced primarily from paid Facebook campaigns averaging around \$5 a lead. They all became leads by trading basic information (email, phone, name) in exchange for high-value content. Each lead was likely to fit program parameters meaning they

were in the correct geographic location, likely had an orthopedic condition, and were likely looking for care.

After initial lead capture, the demand generation program involved a multi-step email nurture process, ad retargeting, and a BDR outreach series.

The email nurture program played a pivotal role in this program. Each email included a “next step” piece of content that was ranked most likely to advance a lead through the funnel. Proprietary personalization technology enabled the email nurture flow and allowed for real-time content optimization.

The BDR outreach calls proved highly effective for this program. Using a series of 3-6 outreach calls, each BDR relied on an expertly crafted call script to qualify and convert leads. The goal of each phone call was to educate the lead about their condition and attempt to motivate them into scheduling care at the academic medical center.

Results

Total number of activated patients: 31

Number of engaged calls: 200

Number of qualified conversions: 53

Eighty-seven percent (87%) of leads that connected with a BDR - meaning there was a sustained interaction - were considered qualified.

Once determined to be qualified, 58% of leads accepted the BDR recommendation to seek care at the client provider. Furthermore, 10% of the leads that accepted the recommendation were directly transferred to the client provider for scheduling, while the remaining 48% were nurtured as active or future opportunities.

Overall, the program achieved a 4.2% conversion rate from first-touch to transfer. While this program was executed within a short time frame, it has been built to scale. The program can easily be repeated and expanded with only a few manual inputs. This allows the client not only to realize results fast, but to realize them consistently over time as well.