



HIGHLIGHTS

Location:
McHenry County, IL

Scope and Services:

Centegra Health System includes two acute care hospital facilities in Illinois — Centegra Hospital-Woodstock and Centegra Hospital-McHenry. It also includes immediate and primary care locations, specialty physician practices, a cancer center, orthopedic services, and full-service fitness centers. The system is the community's largest employer, with nearly 4,000 associates, 460 physicians, and 500 volunteers. Centegra is ranked among the best in quality and service nationwide by *Modern Healthcare* magazine, Truven Health 100 Top Hospitals®, and HealthGrades.

Solutions:

Truven Health Marketing Solutions
PULSE™ Healthcare Survey

Targeted Strategy Results in \$15 Million Reimbursement Increase in Marketing-Related Downstream Revenue

Centegra's marketing was typical of most community hospitals – they developed health fairs, billboard ads, flyers, TV commercials, and posters. Success was determined by how visible these materials were and how many attendees came to community events. However, the marketing team knew it was time to be more strategic and take a more proactive approach in the planning process.

The team wanted to provide a strong quantitative justification for increased marketing spending to support the strategic plan's volume-driving strategies and various new product launches. They set out to share the information broadly by educating stakeholders on a quantitative approach to marketing that increased their credibility and showcased their strategic value to the organization.

Course of Action

The Centegra marketing team increased their focus on the strategy section of their marketing plan, employing a data-driven approach. They used Truven Health Marketing Solutions as a marketing decision support tool, just like the clinical and financial support tools used by Centegra's operations team. Because the organization was accustomed to using data to drive decisions, this helped them gain buy-in for new ideas and budgets. "Once you use the system it becomes such an integral part of your workflow," says Rowena Wermes, project manager, strategic marketing and planning.

With the help of the team at Truven Health AnalyticsSM, Centegra utilized Truven Health Marketing Solutions and PULSE™ Healthcare Survey results for customer insights, focused targeting, appropriate media, messaging, and goal setting. Follow-up reports were used to evaluate outcomes and performance. For campaigns or events that are ongoing, the reports become the basis for future planning.

Leanne Whiting, marketing manager, comments, "It was a complete change of behavior for our marketing team. We changed from using the tool strictly for mailing lists and took a step back to say 'what is it exactly that we're trying to do, who are our key customers?'" This has shown us really positive outcomes and gives us a new level of confidence in validating our strategies."

“To effectively lead marketing that is results-driven, the days of only measuring community awareness and preference of hospitals are over. The Truven Health solutions have allowed us to intelligently target our initiatives, and most importantly, quantifiably prove the value of our marketing plans.”

Susan Milford

Senior Vice President,
Strategic Marketing, Planning,
and Wellness
Centegra Health System

Results

Because their marketing decision making was now backed with data, Centegra saw impressive results. “It has been an exciting evolution of our marketing strategy and helps us make intelligent decisions based on facts,” says Lisa O’Neil, director of marketing and communications. “Instead of merely focusing on the promotion, we are spending time up-front targeting our prospects and determining the best strategy before execution. Ultimately we’re able to be more successful and drive increased volume to our organization.”

To evaluate the program, they focused on measures that could be attributed to marketing-related efforts and looked at information from 2008 to 2010.

They increased marketing-related downstream activity significantly:

- FY08 = 2,586 households, 23 percent conversion rate, \$8.9M reimbursements
- FY10 = 6,158 households, 44 percent conversion rate, \$24.3M reimbursements

Centegra was also able to increase marketing-related new business:

- FY08 = 257 new downstream households, \$774,811 in reimbursements
- FY10 = 411 new downstream households, \$825,119 in reimbursements

“Our story is groundbreaking because it shows a demonstrated shift in healthcare marketing practice,” says Wermes. “By using a disciplined targeted approach in our marketing plans, the marketing team was able to directly show increased volume, reimbursement, and new business to Centegra Health System.”

In 2011, Centegra Health System was acknowledged for its accomplishments in the pursuit of excellence in marketing with a Truven Health Healthcare Advantage Award. The Healthcare Advantage Award was established in 2005 to honor and recognize customers who have used solutions and tools from Truven Health Analytics to achieve outstanding success at their organizations.

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info@truvenhealth.com
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