

HEARTLAND HEALTH



Data-Driven Marketing Strategy Brings New Clients to Innovative Retail Clinic

Heartland Clinic opened The Clinic at Walmart, in June 2010, the organization’s first retail-based clinic. This exciting new venture brought great growth potential for the health system, along with the opportunity to reach a new set of prospective patients. This innovative project asked people to think very differently about healthcare — no appointments, one price for most services, menu boards of services, and cash only.

The clinic employs nurse practitioners who are equipped to treat minor illnesses and injuries for patients age two and older. The walk-in clinic is open seven days a week and they commonly treat sore throats, earaches, and insect bites and perform blood sugar tests, vaccinations, and routine physicals.

HIGHLIGHTS

Location:

St. Joseph, MO

Scope and Services:

Heartland Health is an integrated health delivery system, which includes Heartland Regional Medical Center, Heartland Clinic, Heartland Foundation, and a Community Health Improvement Solutions. Heartland Health has become the leader in healthcare in a 21-county area of northwest Missouri, northeast Kansas, and southeast Nebraska, and is the region’s largest employer with more than 3,000 employees. Heartland Health provides medical services at every level of care, including an emergency and trauma center, heart center, cancer center, and a birthing center.

Solutions:

Truven Health Marketing Solutions

Heartland’s goal was to market and drive volume to this new retail, cash-only clinic without negatively affecting their outstanding image in the community. Key to the success of marketing the clinic was using advanced, data-based segmentation to find the target audience. They sought to drive 15 to 18 new patients per day into the clinic.

Course of Action

Heartland used Truven Health Marketing Solutions to identify prospects likely to use this service, while avoiding marketing to the Medicaid population because Medicaid is not accepted at this retail clinic. They also wanted to identify the proper marketing tactics for their new audience.

“We asked Truven Health AnalyticsSM for help in doing that because preliminary research indicated there is a very specific population who would be favorable to this type of service and those who would react unfavorably to this type of service,” says Becky Davison, senior marketing consultant. “So we were able to identify those ideal patients and how to most cost effectively reach them and tell them about this new retail-based clinic.”

“Thanks to Truven Health Marketing Solutions, we were able to identify more than 5,000 households in our target area that met the criteria we were searching for,” says Davison.

“I wanted to make sure the data drove all of our marketing decisions, starting with the marketing plan and all future decisions regarding the marketing of this clinic.”

Becky Davison

Senior Marketing Consultant
Heartland Health

Results

The community’s response has been very favorable and Heartland has been successful in reaching the desired prospects. In fact, community members have embraced the clinic and have actually become their best marketers. The clinic opened on June 14, 2010, and as of July 2011, has treated more than 4,000 patients, averaging 23 patients per day. Approximately 50 percent of patients have private insurance that covers the visit with their regular co-pay. The Clinic at Walmart has seen more than 800 household encounters, which converts into more than \$2 million in downstream revenue.

“The results ramped up much faster than we anticipated,” says Davison. “Our initial goal was to reach 15 to 18 patients per day and we are now reaching 23, on average, which surpassed all of our expectations. In addition to that, we are generating 7 percent new business through prospects and we’re reaching a younger prospect model that has typically been difficult for us to reach.”

In addition, the analysis done for Heartland’s clinic allowed them to identify approximately 25 percent of their patients who didn’t have a primary care provider. They are working to find these patients a medical home, which will improve throughput at urgent care centers and Heartland’s own emergency department.

“We trusted the data and conveyed that to internal stakeholders,” says Davison. “It’s easy to assume things, especially when it comes to marketing. Many people have their own ideas about what works in the market, yet I wanted to make sure the data drove all of our marketing decisions, starting with the marketing plan and all future decisions regarding the marketing of this clinic.”

In 2011, Heartland Health 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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