

ST.VINCENT HEALTH



St.Vincent Health Targets Marketing Efforts to Drive Growth

St.Vincent Health has a long tradition of providing best-in-class heart care, but like many facilities across the country, its volumes were declining. In an effort to retain and build its inpatient cardiovascular and outpatient cardiologist volumes, the hospital system set out to boost referrals, cultivate new markets, and better diagnose heart disease within a specific patient population. Compared to competitors, St.Vincent had a limited primary care physician base, so it needed a way for patients to self-identify and refer themselves to its affiliated cardiologists. In order to service new markets, the hospital system identified areas of inpatient cardiovascular growth potential in three towns outside of Indianapolis.

HIGHLIGHTS

Location:
Indianapolis, IN

Scope and Services:
With 20 facilities serving 47 counties in central and southern Indiana, St.Vincent Health delivers care in service areas such as cardiovascular, women's, children's, neurosciences, cancer care, orthopedics, bariatric, primary care, emergency medicine, imaging, general surgery, and long-term acute care.

Solutions:
Marketing Solutions
HouseholdView®

Course of Action

In 1999, St.Vincent developed various cardiovascular screening opportunities using Truven Health Marketing Solutions to target specific individuals matching the Truven Health HouseholdView® demographic segments of its past heart patients. The hospital system then invited those patients who were not currently seeing a cardiovascular physician to a free heart screening. The screenings were only promoted using direct mail. After more than 12 years of free screenings, St.Vincent learned which HouseholdView segments respond best to this offer.

The hospital system also used Marketing Solutions to assist in creative messaging and identify which segments have the greatest downstream revenue potential. Given the success of the initial screenings in Indianapolis, St.Vincent expanded the number of screenings it holds and now offers screenings in Anderson, Frankfort, and Kokomo, Ind.

Results

Cardiovascular screenings are a major driver of new business at St.Vincent Health. Over the last 12 years, the hospital system has screened 21,612 individuals resulting in:

- \$92 million in total downstream direct margin and \$17 million in cardiovascular downstream
- Identification of heart-related medical issues in 3,899 patients

“Truven Health, via its innovative marketing tool, was instrumental in helping the St.Vincent Health marketing department produce respected marketing strategies and tactics, and achieve extraordinary results. Since this program is measurable, it has greatly lifted our accountability with senior leadership.”

J. Thomas Wiser, APR
System Lead Consultant, Marketing
St.Vincent Health

Additionally, 27 percent of all the screened individuals were new patients to St.Vincent. This contributed \$31 million in total downstream to 15 St.Vincent Health facilities. Lastly, by holding a control group and using Marketing Solutions, St.Vincent has been able to prove 30 percent growth in its direct mail list and reduce direct mail costs based on enhanced audience targeting. The data also indicates that the control group reflects a 35 percent higher margin per person than individuals that were screened.

“Beginning with a simple idea of holding free, targeted, cardiovascular screenings for the community, we have been able to identify specific households who may be at risk for heart disease. We have seen a halo in margin to other service areas across the hospitals from our screening participants,” said J. Thomas Wiser, APR, a system lead consultant in marketing at St.Vincent.

In 2012, St.Vincent Health was acknowledged for its accomplishments in the pursuit of excellence in Marketing with a Truven Health Healthcare Advantage Award in Consumer Outreach and Communications. The Healthcare Advantage Award was established in 2005 to honor and recognize customers who have used solutions and tools from Truven Health AnalyticsSM to achieve outstanding success at their organizations.

FOR MORE INFORMATION

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