

Case Study:

How one fintech client increased primary care utilization by 156% with a data-driven marketing strategy

Today's consumers expect to see content that is relevant to them. Healthcare consumers are no different.

Data can help uncover valuable insights that an organization can use to create tailored marketing campaigns that will resonate with their unique population and drive specific, measurable behavior.

Here's how one Premise Health client did just that, and as a result, saw higher wellness center engagement and a 2x ROI within three years.

The Challenge

It's common knowledge that the 2020 pandemic had a huge impact on consumer behavior. In healthcare alone, utilization of primary care services decreased by more than 50 percent.¹ For our client, a large financial services technology company, this statistic rang true as they struggled to engage their benefits-eligible population into 2021. Knowing that there was a better way, they partnered with Premise Health's member marketing team to deliver targeted, relevant, personalized, and meaningful communications to eligible employees and dependents.

¹ 2020 Whaley CM et al. JAMA Network Open.

The Solution

With the goal of optimizing engagement and participation in wellness center services, the client and Premise worked together to develop a fresh member marketing strategy that effectively communicated program benefits, increased utilization, and enhanced employee health and satisfaction.

First, Premise started by looking at the client's utilization data to identify trends by age, location, gender, healthcare spend, and a variety of other factors. Once members were segmented into target audience groups, Premise then identified consumer insights. For example, data revealed that adults ages 18-35, who made up 23% of this population, tend to have fewer health issues and fewer children. In contrast, adults 36-65, who represented 66% of this population, had more health issues, and more child dependents. These insights, along with layering of proven marketing tactics helped to develop targeted member communications to the 36 and over group for maximum reach and effectiveness.

Outreach included email and direct mail campaigns that highlighted the quality, value, and accessibility of healthcare services. Content was also highly personalized and tailored to the individual, which helped foster a deeper connection with members.

The Outcome

When analyzing utilization of wellness center services and member portal activations in 2021 compared to 2023, Premise found that the targeted communication efforts had a profound effect on engagement.

185% increase in new members

Eligible employees or dependents that had not had an appointment in 36 months

142% increase in total members

Eligible employees or dependents that had an appointment at the wellness center

141% increase in portal registrations

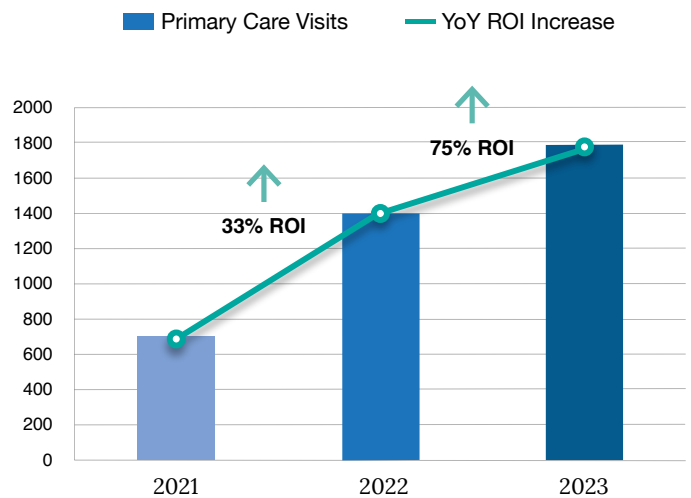
Eligible employees or dependents that created a new My Premise Health account

By taking a data-driven approach and partnering with Premise's team of member marketing experts, the client was able to optimize messaging and delivery channels, achieve their goal of increasing engagement in wellness center services, and thereby maximize the value of their healthcare investment with Premise.

Within three years (2021 to 2023), the client saw primary care visits increase by 156%, more than \$2 million in total gross savings, and a 2x return on investment.

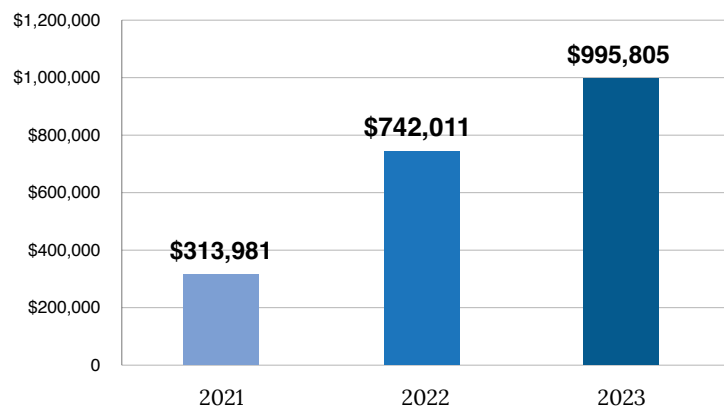
The following graphs show the correlation between higher primary care utilization and financial value at the Premise-operated wellness center.

Primary Care Visits and ROI Improvement



Increase in return on investment (ROI) by percentage year-over-year (YoY) from 2021-2022 and 2022-2023.


Total Gross Savings



Looking back, none of this would have been possible without the close collaboration and buy-in from client leadership, as well as continuous campaign monitoring and improvements that were crucial to the overall success of the marketing program.

Let's talk about what you need, and how we can help.

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