

Regional Healthcare Network Drives Awareness & New Patients with Welcome Home Program



Case Study:
Life Event Marketing

Audience:
New Movers

Industry:
Healthcare

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New Mover Marketing
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About Focus USA

At Focus USA, we offer a data driven approach to new customer acquisition. As a database marketing agency, we source and maintain our own marketing database. This allows us to provide deep customer insights and highly targeted prospect data for your customer acquisition efforts. This data can be plugged into your new or ongoing direct mail, email, or digital marketing campaigns that are managed by your marketing team, agency, or our very own team of experts. All of our solutions offer a completely hands on or hands off approach based on your level of required service.

Data Challenge

A regional healthcare network came to Focus USA to build a new mover program to compete with another major healthcare network in their area. They needed to source data and techniques that would reach the new mover audience faster than their competition.

Media Challenge

At this time this client was only using new mover data through the USPS with no insights into performance or way to track new patient activity.

Original Media Mix



DIRECT MAIL

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Four Easy Steps to New Mover Marketing

Step 1: Define Audience



Step 2: Choose Your Media Mix



Step 3: Schedule Your Campaign



Step 4: Access Results in Realtime with your personalized dashboard



Strategy, Media Mix, and Results

Based on the client's needs, it was clear that we needed to implement a cross-channel new mover strategy to reach our new movers quickly and get them on a customer journey with an award winning healthcare network right in their backyard. With this in mind a weekly new mover cadence was chosen with the addition of informed delivery, email marketing, social media, and banner display. While the direct mail and email messages would work as our anchor channels with strong CTA's, the display banners and social media mix would work to nurture and engage the new mover audience from the day after they move in and continue for the next thirty days. We implemented a weekly welcome home program and allowed six months to prove the concept.

New Media Mix

- Direct Mail
- Informed Delivery
- Email
- Social Media
- Display & Retargeting
- Promotional Item Fulfillment

The Final Results



Connecting with new movers 3+ weeks sooner than the competition



172% increase in online engagement



15% Conversion Rate
20% increase in new patient appointments

In the end the concept was proven success for the Welcome Home New Mover Program. Life event marketing opens up opportunities to reach a highly in-market audience at a time when they need you the most!