

An On-Hold Messaging Case Study

Emory Healthcare Gives Marketing Programs a Shot in the Arm with Spectrio

Needs Assessment

With revenues in excess of \$1.1 billion, and approximately 10,000 employees, Emory Healthcare, the clinical arm of the Woodruff Health Science Center of Emory University, is one of the nation's leading health systems. As the largest, most comprehensive health care system in Georgia, Emory Healthcare has 1830 licensed beds and 20 health centers throughout metro Atlanta.

Since 1905, Emory University has been at the forefront of medical knowledge and research, pioneering many of the procedures that have changed the fate of medical history. As part of that heritage, Emory Healthcare was established to provide improved access to the physicians, resources, and facilities that have grown with Emory through the years.

In order to support the needs of this large system, Emory Healthcare's marketing team must take advantage of every opportunity to communicate with consumers. For instance, they realized that callers placed on hold or in queue within the system represented an incredible marketing opportunity.

Developing the Right Treatment Plan

To take advantage of this opportunity, marketing turned to Spectrio's On-Hold Messaging. On-Hold Messaging (OHM) greatly enhances Emory marketing programs by communicating with the millions of callers a year who are placed on hold or in queue at Emory facilities. When on hold, callers hear custom Spectrio audio programs that promote service lines, events, clinical trials, general health information, and more.





Like radio, print ads, and direct mail, On-Hold Messaging is an integral part of Emory's marketing strategy. It provides a significant return on investment for Emory Healthcare.

On-Hold Messaging not only provides a service to callers on hold, but it also serves as an added resource to marketing's internal customers. Marketing gives guidance to departments as to which programs will do well when promoted via OHM. Emory pays the fees for Spectrio through the marketing department and it offers it to all Emory entities for free, versus having them pay for other types of advertising.

THROUGH TRACKING WE HAVE BEEN ABLE TO SHOW THAT SOUNDCARE NOT ONLY PAYS FOR ITSELF, BUT GENERATES ADDITIONAL BUSINESS FOR OUR HEALTHCARE SYSTEM.

--LORI MCLELLAND, ASSISTANT DIRECTOR OF MARKETING

"We use On-Hold Messaging to promote services at Emory that are profitable and that have excellent patient satisfaction," adds Lori McClelland, Assistant Director of Marketing and Director of Emory's HealthConnection. "We have run messages about our heart program, our spine center, our vascular department for varicose veins, and our dermatology physicians for hair transplants."



Emory also finds a high success rate for cardiac rehabilitation and prevention events, OB/GYN related seminars and events, and recruitment for broad clinical trials, such as those for lung cancer.

A Connection to Consumers

In addition to developing leading-edge programs, Emory Healthcare's marketing team has become quite adept at tracking and quantifying the value of the programs they deliver.

Emory's HealthConnection call center is one of the initial access points for callers to the many branches of Emory Healthcare. It was established to provide health consumers and physicians with information about Emory's extensive network of facilities and physicians. HealthConnection provides a wide array of services for these callers, including information on Emory's services and health centers, consumer to physician matching, physician to physician referral, event screening and registration, clinical trial information, health and wellness education, and more.

Summary

- *Delivering Revenue*--Emory tracked \$28,985 in revenue from a single Spectrio On-Hold Messaging program
- *Generating Referrals*--42 physician and service line referrals, 199 referrals for classes and events, and 18 referrals for clinical trials generated in one month from SoundCare
- *Promoting Service Lines*--SoundCare is successful in promoting Emory's heart program, spine center, vascular department, dermatology physicians, cardiac rehabilitation and prevention events, OB/GYN related seminars and events, and recruitment for broad clinical trials

Emory HealthConnection also serves as the point where marketing tracks the success of its programs. When callers contact the center inquiring about a service, seminar or clinical trial, they are always questioned as to how they found out about the service or event. The callers are then tracked through the IDX scheduling system to see if they ended up as a patient or as a participant at a particular event.



The marketing team tracked returns generated by OHM through callers to the HealthConnection call center. These studies found that OHM is responsible for a large number of referrals and subsequent revenue. For example, in a typical month, marketing tracked 42 physician and service line referrals, 199 referrals for classes and events, and 18 referrals for clinical trials--all due to SoundCare.

Within two months of the initial contact, these callers generated \$28.985 in new business from services and events promoted through OHM. When you compare this figure to what Emory Healthcare spends on Spectrio, the return is tremendous.

“Through tracking we have been able to show that Spectrio On-Hold Messaging not only pays for itself, but generates additional business for our healthcare system,” says McLelland. “We enjoy the relationship we have with the employees at Spectrio. They are very responsive, and that has allowed us to develop a partnership in determining how best to use On-Hold Messaging to benefit Emory Healthcare.”

