



Paid search for bariatric success: increasing awareness, access, and volume

Overview

Luminis Health is a regional nonprofit health system that provides care for 1.8 million people in Anne Arundel and Prince George's Counties, Maryland. With more than 800 beds, more than 100 sites of care, and close to \$100 million in annual community benefit, Luminis Health is focused on their local community connections and remains responsive to those needs.

Luminis Health believes that health and wellness are fundamental to everyone, and they work side-by-side with their patients to empower them to take control of their health. Their Weight Loss and Metabolic Surgery Program is designated as a Level I facility and accredited as a Comprehensive Center by the Metabolic and Bariatric Surgery Accreditation and Quality Improvement Program (MBSAQIP). This means their program meets the highest quality standards of care for the weight-loss procedures performed, including sleeve gastrectomy, gastric bypass, adjustable gastric band removal and revision, and one-anastomosis gastric bypass, the only program in Maryland to offer this newest form of weight loss.

CLIENT

 Luminis Health.

SOLUTION

Ignite Omnichannel Solutions

RESULTS

Total patients

412

Patients new to health system

122

Total revenue

\$3.4M

ROI

\$15.58:1

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Challenge

According to the National Institute Diabetes and Digestive and Kidney Diseases, more than 40% of adults are obese, with about one in 11 (greater than 9%) suffering from severe obesity.¹ Obesity-related conditions, such as heart disease and type 2 diabetes, are among the leading causes of preventable, premature death. Surgical weight loss programs can be effective in reducing obesity and related comorbidities. Because of this, Luminis Health sought to build a campaign that would:

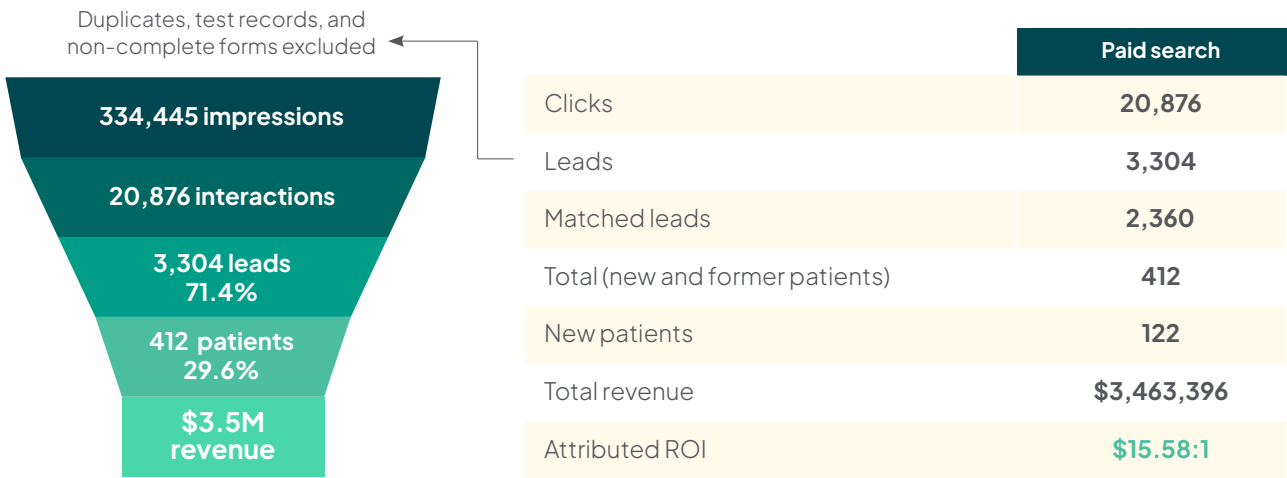
- Create awareness for weight loss services and the Weight Loss and Metabolic Surgery Program
- Drive registration to attend a free weight loss surgery seminar
- Increase bariatric surgery volume

Solution

Utilizing paid search, WebMD Ignite focused on creating lead generation for Luminis Health’s Weight Loss and Metabolic Surgery Program by promoting virtual seminars, consultations, and information on how to get started on a personal medical weight loss journey. The campaign targeted individuals actively searching for weight loss services, specifically those interested in surgical options. Calls to action included ‘register for a seminar’ and ‘start your journey today,’ driving traffic to a campaign-specific landing page.

Results

Since many health plans require three to six months of medical supervision prior to surgery, the team looked at encounter data over the course of a 24-month period. The results proved that the paid search campaign generated steady lead generation month-over-month, increasing awareness and driving new patients to the program. Of the 412 total patients, nearly 30% were new to the health system, yielding more than \$3.4 million in total revenue for a campaign ROI of \$15.58:1.



¹ Source: <https://www.niddk.nih.gov/health-information/health-statistics/overweight-obesity>