



# Reducing the burden of providing care for older adults

## Overview

Baptist Health is Arkansas' most comprehensive and trusted healthcare organization with more than 250 points of access that include 12 hospitals, urgent care locations, a senior living community, and over 100 primary and specialty care clinics in Arkansas and eastern Oklahoma. The system has approximately 11,000 employees and is known for groundbreaking treatments and community outreach programs.

## Challenge

As the Baby Boomer generation ages, the need to care for them in the home has grown. Today, nearly 40 million adults receive care in their homes from unpaid caregivers. Funded by the Centers for Medicare & Medicaid Services (CMS), Baptist Health Programs of All-Inclusive Care for the Elderly (PACE) helps seniors remain in their residences as long as possible without compromising their health and quality of life. Yet awareness of the program amongst Arkansas residents is very low. So Baptist Health wanted to introduce PACE to the community, educate on how it differs from more traditional forms of senior care, and generate leads for enrollment.

### CLIENT



### SOLUTIONS

Ignite Activation Services  
Ignite Growth Platform

### RESULTS

Impressions

**7.7M**

Conversions

**1.2K**

Click through rate

**17.4%**

## Solution

The solution was to let consumers know about the PACE program through an omnichannel campaign making use of direct mail, email, paid search, and display ads. The campaign followed all CMS guidelines for copy, creative, and messaging, and targeted adult children of seniors. Unique calls to action drove users to a Baptist Health-branded microsite with simplified site architecture, to inform and engage consumers about the program. Leads were qualified through phone calls and online form submissions.

## Results

Within the first six months, the campaign generated more than 7.7M impressions, resulting in 1,241 conversions. The breakdown by media looks like this:

- 116,246 impressions from direct mail and email, reaching 44,131 individuals and driving 170 conversions
- 7,553,528 impressions from display with 8,225 clicks
- Eight conversions at no cost from earned media coverage
- 99,159 impressions, 17,272 clicks (17.4% CTR), and 1,063 conversions from paid search



WebMD Ignite is the growth partner for healthcare organizations, helping guide people to better health from Discovery to Recovery. We use our industry expertise to engage individuals through seamless experiences that optimize outcomes, drive loyalty, and build lifetime value. Learn more at [webmdignite.com](https://webmdignite.com)