



HCP campaign positively impacts patient visits

Challenge

A national cancer research and treatment center regularly invests in advertising campaigns to drive patient referrals and visits. While engagement metrics like impressions and clicks provide surface-level insights, they don't reveal the true impact of these campaigns on downstream referral behavior. To demonstrate real-world value, the health center needed to go beyond digital metrics and measure how exposure influences referral patterns and patient visits.

Solution

To evaluate the impact of the center's Medscape campaign on provider referral behavior and patient conversion, WebMD Ignite conducted a Referral Lift Measurement study. The analytics team compared two groups of healthcare providers (HCPs): those exposed to the client's Medscape campaign and a matched control group of unexposed HCPs. By linking campaign exposure to medical claims data, the analysis determines whether there is a measurable change in referral patterns and patient visits.

SOLUTIONS

Referral Lift Measurement
Medscape Media

RESULTS

Total campaign exposure

83.7K

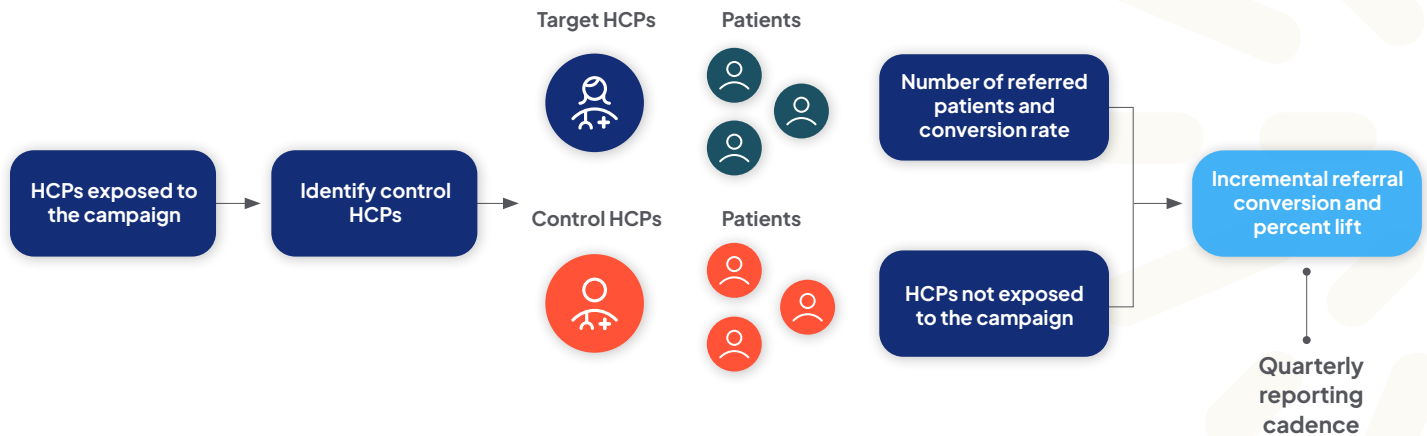
Total patient visits

143K

Incremental referral impact

7% lift

A key outcome is **patient conversion**, defined as a patient being referred to a client-affiliated HCP. The **conversion rate** is calculated by dividing the number of converted patients by the total number of patients. The primary performance metric for evaluating impact is the **patient visit rate** — the percentage of patient visits to the Center or Center-affiliated HCPs out of all patient visits during the campaign period.



Results

Activity was tracked over a span of 28 months, with follow-up data extending an additional two months. In total, 83,766 physicians engaged with the Center's campaign during the timeframe analyzed. For the purposes of calculating impact, only those with complete patient visit histories — totaling 33,011 HCPs — were included in the analysis. These HCPs accounted for 12,681,106 patient visits, of which 67,554 resulted in visits to the Center or Center-affiliated providers, as validated by insurance claims data. This corresponds to a patient visit rate of 0.533% among physicians who engaged with the campaign.

In comparison, the matched control group — similar HCPs not reached by the campaign — recorded 15,125,860 patient visits. 75,456 of those were directed to the Center or its affiliates, yielding a visit rate of 0.499%.

Overall, the analysis demonstrated a **7% lift in patient visits** among the campaign-engaged group, based on the relative difference in visit rates between the test and control cohorts. This lift reflects the incremental impact of campaign engagement on patient referral behavior.



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