

# On the Way to \$1 Million in **New Business**

## Hospice Provider

### PRODUCTS

PatientPoint® Locate™, PatientPoint® Leads™ (ROI solution)

### CHALLENGE

A multi-state hospice provider needed to engage consumers in need of their services. Of their 26 markets, the hospice provider identified the six in which they needed the most help. PatientPoint started to test in these markets.

### SOLUTION

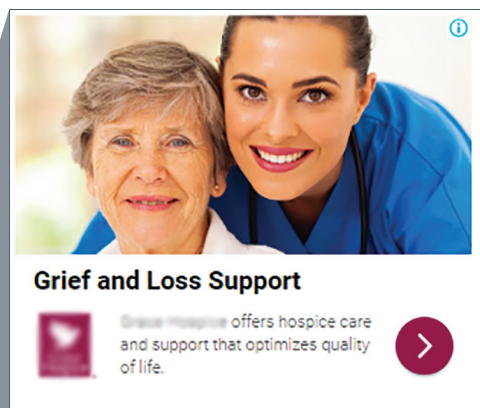
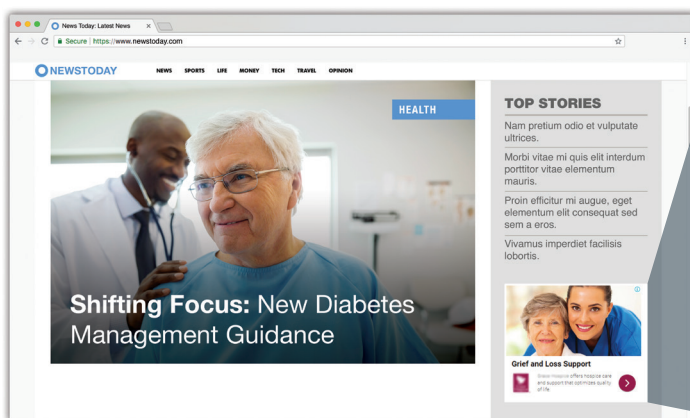
PatientPoint established market-specific goals with the hospice provider. The team then used a display and retargeting strategy to ensure leads converted into patients. PatientPoint also continues to monitor and optimize SEM for the provider.

### RESULTS

After five months, the program generated such great results that the hospice provider is looking to expand engagement to all 26 locations. **The five-month initial program yielded:**

- **152** conversions
- Almost **\$1 MILLION** in potential revenue—more than 100x value of spend!
- Average CPC of **\$1.78**

PatientPoint used display and retargeting to ensure leads converted to patients.



## The Power of PatientPoint Digital Solutions

The team of experts at PatientPoint® Digital Solutions works with you to develop a **digital marketing strategy** that puts your hospital, practice, business or facility **in front of patients searching for your care online.**

Learn more

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PatientPoint®