

RELIABLE TRACKING OF KEY MARKETING DATA THROUGH AN AUTOMATED SMS-BASED SOFTWARE

Measuring the return on investment (ROI) on healthcare marketing initiatives remains extremely challenging. Investing in various advertisement campaigns can be extremely costly and considering budget constraints, it is crucial for healthcare organizations to have a reliable way of tracking their marketing dollars to ensure investments are producing the best possible outcomes.

Brain and Spine Surgeons of New York (BSSNY) recently implemented DTX to streamline the data collection/analysis of patient referral source data as part of a larger effort to help measure ROI on several of their marketing campaigns. BSSNY is a multispecialty surgical practice consisting of 26 physicians and performs over 3000 procedures annually.

Prior to the use of DTX, referral source data was collected verbally from the patient during their initial visit. Clinical staff would input patients' responses into the electronic medical record and the data would then be manually analyzed by the marketing team. This process was time and labor intensive and required data to be collected during the patient's visit. In addition, the information exchange between the patient, staff and marketing team was error prone.

Through the use of DTX, BSSNY patients now receive an automated SMS survey one day after their initial office visit. The survey collects referral source data and other key patient demographic and medical information. Patients can now provide information from the convenience of their home, and the marketing team can easily view and automatically analyze data with DTX's web portal.

BSSNY anticipates that DTX will increase the amount of referral source data collected and improve the integrity of this data. The practice expects to see a significant decrease in the time required for data collection/analysis. BSSNY will use DTX to not only learn more about patient referral sources but also to better target individuals in marketing campaigns by integrating collected demographic/medical data.

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RESULTS

- ↑ Reliable tracking of marketing ROI.
- ↑ More personalized targeting of marketing campaigns.
- ↑ Increase in capture rate of referral source data.
- ↑ Improvement in data accuracy.
- ↓ Decrease in time required for data collection/analysis.

