

case study

Nationwide Provider of Medical Diagnostic Testing Services

Background and Challenge

In the spring of 2008, a thorough goals analysis led a leading nationwide provider of diagnostic testing services to Quantum Group with a unique set of needs. The company was marketing their consumer-targeted personal health record (PHR) solution, which provides patients in pilot markets with a USB Flash drive specially formatted to record and store personalized healthcare information. Underwhelmed by a previous campaign, the company wanted a fresh solution that could not only connect to their targets, but provide longevity for their message and measurable results. All this came with the added stipulation that any information exchange be in compliance with the Health Insurance Portability and Accountability Act (HIPAA).

The Quantum Group Solution

Impact, staying power, tracking, security? Done. Quantum Group quickly identified the company's goals as a perfect fit for their distinctive personalized URL (PURL) technology. With direct response and highly-targeted messaging top-of-mind, Quantum Group began the integrated campaign by developing personalized patient mailers. Achieving a unique one-to-one patient focus, the mailers quickly hooked recipients with key program elements and directed them to their own personalized websites via a custom URL.

The PURL technology Quantum Group used is specifically designed to deliver a large quantity of information in a manageable way by providing an engaging, interactive experience for the visitor. Compelling graphics and messaging encourage direct response from users by giving a quick and easy opportunity to register for their PHR flash drives. Quantum Group also used their Intelligent PURL technology to drive repeat visits and ongoing program involvement by varying messaging to patients between their first and second visit to their PURL. All of this took place under the watch of comprehensive tracking tools and management programs which allowed the client easy access to detailed, real time information on the results and progress of the campaign.

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Solution Snapshot

Personalization

- Custom, one-to-one direct mail
- Personalized URLs

Longevity

- 3-Mailer Direct Mail branding
- Varied Intelligent Messaging

Intelligence

- Real time tracking
- Online Registration

Benefits/Outcome

The official launch of the PHR program occurred in early November 2008. The goal for the Personalized URL campaign was to garner more than a 4 percent consumer response rate by the end of calendar year 2008. **This goal was surpassed with a response rate of more than 11 percent, almost 300 percent of the established goal.**

Additionally:

- 55% of those who visited PURL's registered for a flash drive!
- Over 57% indicated that as a result of the program, their perception of the company improved.
- 1.2% people registered via Refer-A Friend. These people were never originally targeted and no cost to the campaign.