



Riverside leverages Digital Marketing on Google to guide patients to appointments

THE INDUSTRY IS ABOUT TO GET MORE COMPETITIVE!

51%
Higher
Conversion Rate
than previous campaigns

11:1
ROAS*
for service lines

*Riverside Health System is pleased that their ROAS has continued to improve over time with Netsertive. Through their AI-enabled platform and strategic digital experts, Netsertive manages, executes, and continuously optimizes campaigns to improve marketing operations and return on ad spend.

“Now more than ever, consumers are in the driver’s seat for healthcare decisions. We need to reach patients where they are and when they need us. Having a digital partner with a sophisticated platform delivering real time campaign optimization and insights, reduces cost per acquisition and **allows us to engage the right patient at the right time with the right message.**”

Eileen Varnson - VP of Marketing - Riverside Health System, Newport News Virginia

GOALS

- Drive new patient phone calls and form submissions
- Increase demand in new areas
- Tailor message for the patient versus simple branding

LEARNINGS

- Maintaining efficient marketing spend and messaging has resulted in effective and quick results
- Healthcare remains untapped and those who are doing digital will springboard their hospital system into new, measurable profitability
- Omnichannel methods are key — utilizing search without Youtube or the Google Display network will not generate the same results

RESULTS

- 20% higher patient volumes
- 6:1 Systemwide ROAS
- As high as 11:1 ROAS in specific service lines
- Conversion rate 51% higher than previous campaigns