

Using Invoca to drive more appointments and increase patient lifetime value

Results at a Glance

Increased accuracy of ROI

tied to digital advertising campaigns

Enhanced patient profiles

to drive better personalization

Improved patient lifetime value

through optimization of engagement efforts

Mercury Healthcare utilizes Invoca technology to support marketing campaign attribution, push call data into the company's patient engagement solutions, and optimize communications to increase patient lifetime value.



THE MISSION

With 30 years of experience in the industry, Mercury Healthcare's mission is to deliver seamless healthcare experiences that build enduring relationships between patients and providers.

Mercury Healthcare is a data-driven informatics and technology company that works with over 1,000 hospital partners, including more than half of the top 50 U.S. hospital systems. Mercury Healthcare helps its clients enhance patient engagement, improve provider relationships, and deploy data at scale to drive financial growth and outcomes. They accomplish this, in part, through the marketing campaigns they run on behalf of clients as well as through their engagement technology tailored for healthcare industry providers.

Mercury Healthcare engagement solutions seamlessly integrate with any martech stack, giving health systems a 360-degree view of patients, with actionable intelligence to guide decisions that ease patient access, optimize the payer mix, drive high-value service line growth, and extend patient lifetime value.



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Collin Jarman

Manager of Web Tracking & Tag Management
Mercury Healthcare

THE CHALLENGE

Since 88% of healthcare appointments are scheduled by phone, Mercury Healthcare needed a way to attribute call conversions to the marketing source that drove them. This would allow the team to understand the marketing campaigns driving the most appointments — both online and over the phone — and allocate more spend to those related campaigns. It would also allow the company to have a 360-view of patient interactions, which Mercury Healthcare could then feed into their patient engagement tools to better understand lifetime value.

Before onboarding Invoca, Mercury Healthcare was working with another call tracking provider. The solution was effective for smaller campaigns, but once Mercury Healthcare started running campaigns for larger health systems that required multiple trackable phone numbers, the solution couldn't scale. Mercury Healthcare needed a solution built for enterprise users.

When Mercury Healthcare was looking for a new call tracking partner, Invoca quickly stood out from the pack. Invoca's RingPool scalability far surpasses its competitors. This means it can easily give each web visitor a unique trackable phone number to tie to their session — regardless of the size of the campaign. This allows marketers to seamlessly execute large-scale campaigns and get granular call attribution data on each caller. In addition, Invoca offers sophisticated conversation intelligence, allowing marketers to understand, at scale, what happens on each phone call.

“We want to go beyond just driving phone calls — we want to optimize our marketing to drive meaningful conversations. And Invoca has the tools to help us do that,” said Collin Jarman, Manager of Web Tracking & Tag Management at Mercury Healthcare.

THE RESOLUTION

Getting complete attribution for multichannel marketing campaigns

Mercury Healthcare runs multichannel marketing campaigns for its clients using Google Ads, Facebook ads, display ads, direct mail, email, and more. Each patient can receive numerous touches before they schedule an appointment, which is why understanding the exact marketing interaction that drove their phone call is so important.

When Mercury Healthcare onboarded Invoca, they were able to set up trackable phone numbers in large multichannel campaigns to determine accurate attribution. They can now pinpoint the exact marketing touch driving each appointment call, allowing them to calculate full ROI. This allows Mercury Healthcare to allocate more budget to the campaigns that are truly driving the most appointments — online and over the phone. Mercury Healthcare can also report more detailed ROI to clients, since it's now factoring in all the appointment calls from its marketing.

In 2021, Mercury Healthcare launched hundreds of marketing campaigns on behalf of its customers, many of which used Invoca's technology. With Invoca, Mercury Healthcare was able to get full end-to-end attribution, generating hundreds of thousands of calls and showing that these campaigns drove millions in contribution margin.

Capturing caller data to enhance patient profiles

Mercury Healthcare also captures profile data from each call, including the caller's phone number, geographic location, and the marketing sources they interacted with prior to calling. They can feed this data into their patient engagement solutions and tie the phone call to the patient record as well as to any resulting appointments or activities.

Invoca helps give Mercury Healthcare a 360-degree view of each patient's interactions with their healthcare provider. With these enhanced profiles, Mercury Healthcare can track patient lifetime value and run personalized campaigns based on each patient's past engagements.

"Invoca has helped us enhance our data and drive our clients' growth," said Jarman. "We now have a complete view of each patient that we can use to not only understand and increase lifetime value — but also improve the patient experience."

Receiving top-notch support from Invoca's experts

Some call tracking solutions have long and involved setup processes. But Invoca's trackable phone numbers are easy to configure — they require only a simple piece of javascript code deployed on a website. In addition, Invoca can automatically push the data into all major [martech platforms](#).

However, if issues come up, Mercury Healthcare can rely on Invoca's customer support. "We truly enjoy working with the Invoca team," said Jarman. "They're great at helping us manage all the different data, technologies, and stakeholders we work with. When problems arise, they're quick to jump in, collaborate with our clients, and help us find the best possible solution."

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Learn more about how leading marketers are using call tracking and conversation intelligence to drive revenue at invoca.com/customers.

