

### Overview

In March 2020, many health systems, including Methodist, had difficult decisions to make as the COVID-19 pandemic surfaced — to continue marketing efforts or stop community outreach altogether.

**Methodist Health System** (Dallas, Texas) chose to continue their marketing efforts, realizing that it is still important to have a digital presence when patients are searching for care.



“ We certainly realized that our decision to keep all digital marketing status quo could be controversial but we still had an obligation and responsibility to care for our communities however they needed us, whether they were researching other health conditions or treatments, or looking for COVID-specific information. And we know people would have more time to do research, and having our ads appear for those folks specifically searching those areas was perfectly appropriate – in fact, it would have been more of a disservice to those patients if we weren’t there. And from a financial health and viability of the system standpoint, we knew it would be important to keep a strong patient pipeline so we could hit the ground running when our state’s elective surgery ban was lifted.

-- Tracy Borkowski, Director of Digital Marketing & Acquisition

Methodist has used a multi-pronged approach with their campaigns:

Low Funnel  
(service line)

Mid Funnel  
(health risk assessments)

High Funnel  
(branding)

Using this approach allowed Methodist to grab additional market share and simultaneously raise brand awareness. Through our efforts, we saw an increase in the number of conversions through the last 6 months despite COVID-19.

“ A large percentage of ads still focused on hospital-based services which allowed patients time to research the care they need, so they were ready to make decisions and schedule appointments as soon as we reopened for all services.

-- Stacy Covitz, VP of Marketing & Communications

While it may be easy to turn your marketing campaigns off, it's important to realize that you may be doing your patient base a disservice by not being there, while at the same time allowing your competition to gain market share. Even more importantly, you are potentially losing campaign optimizations that took months to fine-tune.

“ *When we were considering whether or not we were going to stop our digital advertising, I was concerned about losing our established optimization on Google's platform. If we stopped our campaigns, even for a few months, it was unlikely that they would return to their 'sweet spot' for some time. We did not want to lose the momentum that we had finally gained.*

-- Amanda Bartholomew, Manager of Digital Communications

### Virtual Care

#### SEM

12 completed sessions (Jan)  
157 completed sessions (Feb - Jul)  
*Average of 26/mo*

#### Facebook

364 completed sessions (Feb - Jul)  
*Average of 73/mo*

### Service Line Campaigns

#### Aug '19 - Jan '20

486 qualified conversions

#### Feb - Jul '20

1,673 qualified conversions

### Branding

#### Aug '19 - Jan '20

34 blog registrations  
1.9 million impressions

#### Feb - Jul '20

236 blog registrations  
2.7 million impressions

### Health Risk Assessments

#### Feb - Jul '20

#### SEM

1,699 HRA completions at \$52.84 ea

#### Facebook

1,062 HRA completions at \$35.82 ea

HRAs, although they may not lead to immediate appointments, are an important part of Methodist Health System's marketing mix.

“ *Wellness, both physical and mental, is important now more than ever. We want to encourage people to start taking control of their health and let them know they can count on us to help them through their journey. For us, an HRA is a great first step in patient engagement and an excellent way to begin a conversation on their terms.*

-- Tracy Borkowski, Director of Digital Marketing & Acquisition

To learn more about Eruptr's services and discuss which approach is recommended for your hospital or health system today, please contact [sales@eruptr.com](mailto:sales@eruptr.com).