

A full library of branded health and wellness content

Extending reach and increasing appointments for a large multispecialty group

Austin Regional Clinic

Austin Regional Clinic (ARC) is a multispecialty group focused on primary care, founded in 1980. As one of the largest professional medical groups serving central Texas today, its mission is to provide comprehensive, accessible, and cost-sensitive health care to individuals and families in its communities. Through its in-house marketing team, the group reinforces its commitment to deliver excellent-quality, personalized care while promoting healthy lifestyles.

A healthy need

ARC's marketing team was seeking a health library solution that would help integrate the group's website content with its other marketing efforts. While researching providers, the team discovered that StayWell's content integration service—content mapping—could connect physician and service lines to the website's health library content. Within this content could be links to related information, such as physician bios or appointment scheduling features.



We appreciate the trusted, vetted health care content in the StayWell Consumer Health Library. We know that consumers can go many places online for health care content—we want them to turn to us first as their local health care experts. Our branded library allows us to be that resource—and to lead people directly into our system for more information related to their initial search and to make an appointment.

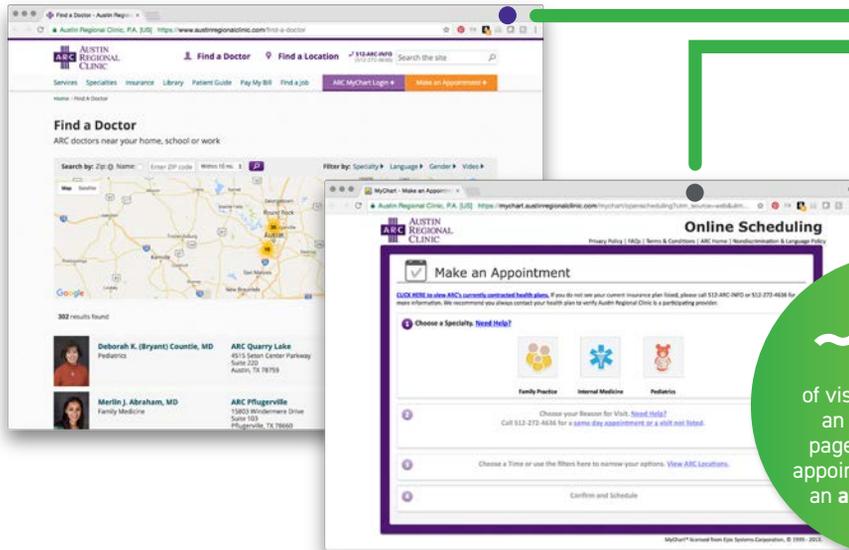
– Heidi Shalev, director of marketing at Austin Regional Clinic

A rewarding solution

The marketing team ultimately chose the hosted StayWell Consumer Health Library for its ability to integrate the group's online content with its other marketing tools. The ARC website pulls comprehensive health and wellness content from the library while branding it to look like a part of the actual site. The content includes health information on a variety of conditions and procedures, quizzes, risk assessments, and other tools and multimedia including video.

The team also uses the content to expand their reach to Facebook and other social media. Posting the social content helps drive traffic to the website's health library; and through the content mapping service, to the site's appointment page. The content mapping also enables the health content to be linked to key services and other pages of the site.

The StayWell Consumer Health Library helps ARC educate and engage consumers in its community, build brand awareness and credibility, and acquire and retain patients.



Healthy returns

Over a one-year period, ARC found that:

1,624

users were referred to its website's "Find a Doctor" page via the health library

3,257

users were referred to the site's "Make an Appointment" page via the health library

~13%

of visits to the "Make an Appointment" page turned into an appointment, valued at an average of \$100

1,160

appointments were scheduled on the "Make an Appointment" page, valued at an estimated \$116,000

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