



Texas clinic maximizes health library content for consumer engagement AND appointments

A primer on how to boost your Consumer Health Library content for ROI

Austin Regional Clinic (ARC) is a multispecialty group focused on primary care, founded in 1980. Today ARC is one of central Texas' largest professional medical groups. ARC's mission is to provide comprehensive, accessible health care to individuals and families in Central Texas, with sensitivity to cost. The in-house marketing team works to support ARC's commitment to high professional standards in providing personalized care and promoting healthy lifestyles.

Their challenge.

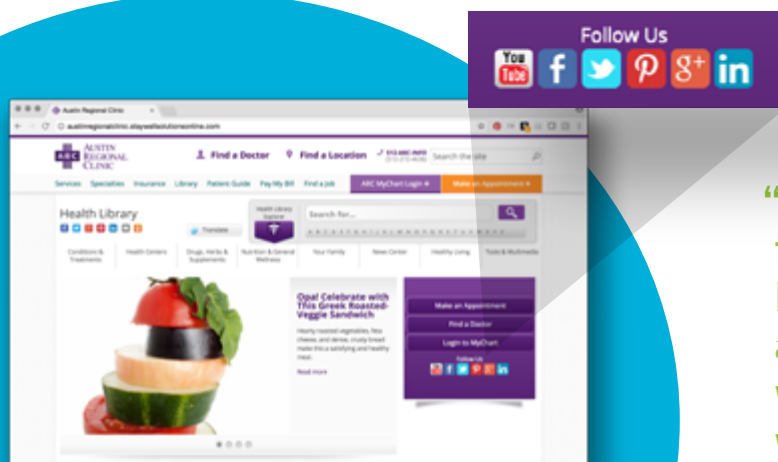
ARC was seeking a health library solution that would support their efforts to integrate website content with other marketing efforts.

"StayWell's content integration service—iMapping—helps us connect physician and service lines to the health library content our website visitors read. Pages are linked to related information, taking readers back to our physician bio pages or to the 'Make an Appointment' page with a simple click," says Heidi Shalev, Director of Marketing, Customer Service, & Online Services, Austin Regional Medical Clinic.

Our solution.

The Austin team decided that StayWell's Digital Health Library was their perfect solution, specifically because it offered **the only tool that included a way to tie the online content to their other marketing tools.**

"We wanted a marketing tool that would provide impact 365 days a year, 24 hours a day, as well as enable us to expand our social media reach," says Shalev. She says they learned that posting the content to social media also helps drive traffic to the Health Library, and ultimately through the iMapping service to their "Make an Appointment" page.



"Whenever we cross-promote the health information on our Facebook pages, Twitter feed, and in our online news site, we increase engagement with our brand."

How we delivered.

StayWell's hosted Digital Health Library provides ARC with comprehensive health and wellness content that the clinic can include on their website, which looks like an integrated part of their overall website. More importantly, iMapping enables StayWell content to link to key services and other pages of the website.

"We appreciate the trusted, vetted health care content in the StayWell library. We know 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."

StayWell's Health Library helps ARC educate and engage consumers in their community through building brand awareness and credibility, and supporting patient acquisition. Standard content collections include health information for a variety of conditions and procedures, quizzes, risk assessments, and other tools and multimedia – including engaging video.

Results.

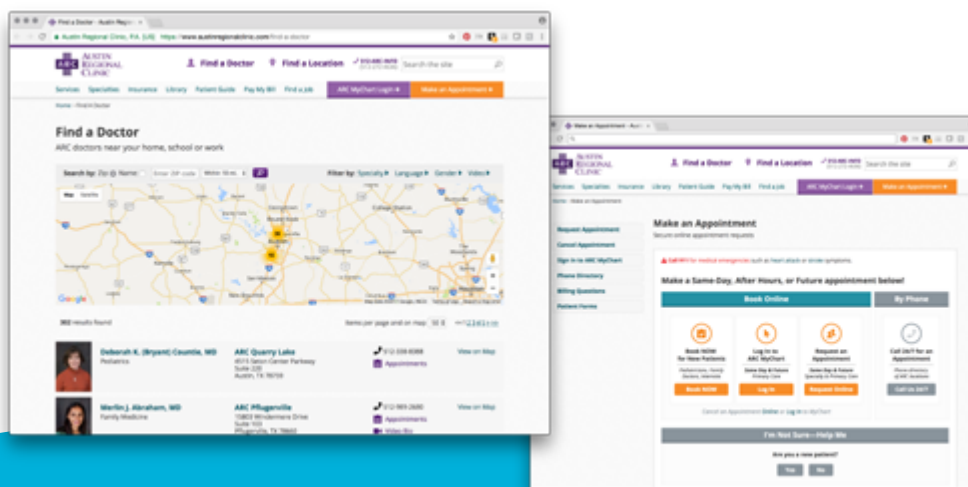
Over a one-year period, ARC found that:

3,929 users were referred to the "find a doctor" page via the health library

8,678 users were referred to the "Make an Appointment" page via the health library

~ 13% of every page view on "Make an Appt" turned into an appointment valued at an **average \$100**

1,128 appointments were set for an estimated value of **\$112,800**



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