



## THE CHALLENGE

Intermountain Health was seeking to increase their number of new patients which would result in AEP referral opportunities. The strategy was to design a new website and digital marketing plan to help achieve these goals—improved overall site engagement as well as lift in number of new patients.

## THE SOLUTION

*Website Development, Creative, SEO*

Our Development, Creative, and SEO teams worked collaboratively to create a UX/UI friendly website. The creative team outlined the homepage and incorporated feedback from the SEO team who provided data driven insights around content strategy and information architecture. Our development team applied the ideation of the homepage to the whole site to create a client-friendly website while prioritizing site speed as this was an important metric for the client.



## THE RESULTS

Since the site launch, **Bounce Rate decreased by almost 5% and Average Session Duration went up 70%. Phone call conversion rate increased to 7.86% and their key management metric 'Find a Provider' increased by 9%.**

The average page load time was cut in half, down from 12 seconds to 5 seconds.

## CASE STUDY

# CareWell<sup>®</sup>

## URGENT CARE

### THE CHALLENGE

CareWell Urgent Care, with branches hyper-local to Boston and its suburbs, needed to raise awareness during back-to-school time, especially for their urgent care centers within Worcester County, MA.

### THE SOLUTION

#### *Influencer*

Designed an influencer marketing campaign to meet these hyper-local needs, sourcing influencers who lived exclusively within Worcester County and were mothers and decision-makers for their children's care.

- Encouraged CareWell to include a high-interest call-to-action for Worcester County families—an exclusive back-to-school physical exam discount
- Invited influencers to visit local CareWell facility to create content showcasing the Urgent Care Center, and highlight its convenient location, services, and reliability
- Amplified the Influencers' CareWell-branded social content:
  - Ran geo-targeted paid social media advertising served from influencers' accounts
  - Targeted parents with school-aged children in Worcester County and audiences created from past client data



### THE RESULTS

1.7M  
IMPRESSIONS

7X  
FREQUENCY ACHIEVED

317.6K  
ENGAGEMENTS

\$32.1K  
EARNED MEDIA VALUE

amsive

## CASE STUDY



### THE CHALLENGE

CityMD was a first mover in New York City's neighborhood urgent care industry and boasts over 40 locations in the densely populated Manhattan, Brooklyn, Queens, and Long Island areas. The company needed to build brand awareness locally and drive more traffic to their website and brick & mortar locations.

### THE SOLUTION

#### *Multichannel*

Amsive implemented a multi-channel strategy including local listing ads, website optimization services, and a comprehensive social media and content strategy to increase leads at existing locations and create demand for new locations.

Amsive created multiple Pre-Opening advertising templates for a number of demographic area types, helping to ensure that new locations have patients in seats on opening day and every day thereafter.



### THE RESULTS

**250+**  
STORE LOCATION GROWTH

**57%**  
YOY CALL INCREASE

**79%**  
LOWER COST PER CALL

**amsive**



# Clover Health

## THE CHALLENGE

The Medicare AEP season is short. Our solution to help Clover Health gain new members needed to be future-proof and more innovative than the competition. We developed an omnichannel approach, that heavily relied on growing their YoY digital presence, by developing and targeting highly segmented audiences. And our solution was designed to provide both year-long education and awareness to key customer segments, while also driving intent and action in hyper-speed during the key AEP season.

## THE SOLUTION

*Multichannel (SEO, Strategy, Analytics, Paid Digital, Paid Social, Web Development, Performance Creative)*

Every family is unique—we targeted family decision-makers aged 18 to 85. Working with our enterprise-level data partners, we used modeling data to create lookalike profiles for granular audience segmentation based on various demographics, placed these decision-makers into segmentation buckets, and spoke directly to each one. We then developed unique creative (videos, photoshoots and messaging) to appeal to each audience segmentation.

Before AEP, we utilized social media to test targeting, creative and messaging. We utilized our findings to create a solution that encompassed a comprehensive through-line for the campaign's digital creative and our full-funnel search, social, and programmatic strategies. In previous years, Clover hadn't focused on pre-AEP digital marketing or segmentation. This was a new approach to help grow online presence, specifically among key target consumers.



# Clover Health

## THE RESULTS

- Successfully increased digital presence by growing brand search impressions and member responses
- Showcased that a pre-AEP test & learn approach was successful for driving initial education and brand awareness
- Increased enrollment rates to become the 3rd highest in the nation
- Was named by Deft Research as one of the fastest growing Healthcare providers the first year we implemented digital advertising efforts



3.6x

MEMBER RESPONSES

3<sup>rd</sup> Highest

NATIONAL MEMBER  
ENROLLMENT RATE

+176%

BRAND SEARCH  
IMPRESSIONS YOY