



# SHSMD26 CONNECTIONS

Health Care Marketing, Strategy & Communications

American Hospital Association Conference  
September 27-29 ⚓ Baltimore

## **Beyond The Visit:** *Turning Immediate Care Campaigns into Long-Term Patient Relationships*

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# Session Overview

## Beyond the Visit:

### *Turning Immediate Care Campaigns into Long-Term Patient Relationships*

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A successful patient acquisition campaign should do more than generate a single appointment. UCLA Health will share how it partnered with Fathom to connect commercially insured adults with immediate care locations that had capacity while creating pathways to primary and specialty care.

Attendees will learn how marketing, access, operations, and patient engagement can work together to support sustainable growth.



Design acquisition campaigns around the long-term patient relationship, not just the first appointment



Align media investment and targeting with operational capacity and growth priorities



Coordinate channels, teams, and patient touchpoints to support ongoing engagement

# The Growth Mandate

**Health systems do not just need more demand.**

***They need better-aligned demand.***

- **Marketers must drive growth while navigating tighter budgets, access constraints, local market complexity, and pressure to prove business impact.**
- Growth is no longer just about generating awareness or appointment requests.
- The bigger challenge is directing demand where the organization has strategic need and capacity.
- For ambulatory and immediate care, location-level access matters.
- Smarter decisions are needed on audience, geography, channel mix, and investment.

# Clicks Do Not Equal Growth

Growth is a journey: campaign metrics are the first step, not the destination.



## What this means for UCLA Health

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### Reach commercially insured adults

Target high-value audiences with precision

### Promote locations with capacity

Direct demand to where we can serve it

### Drive immediate care visits

Convert intent into booked appointments

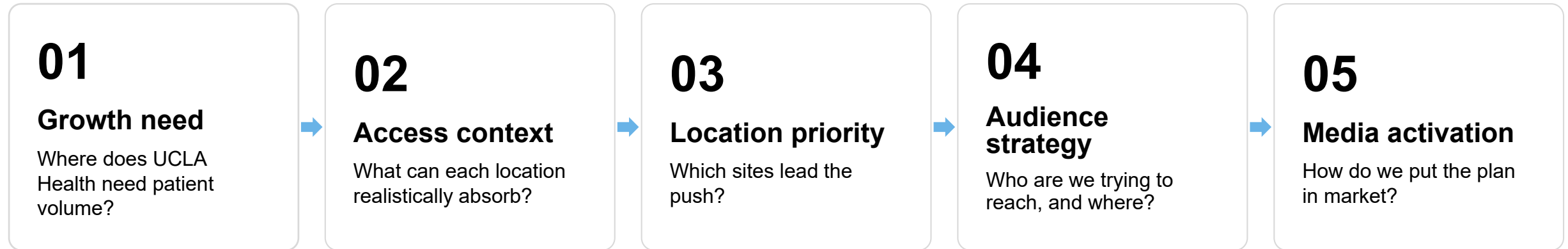
### Create pathways to ongoing care

Turn one visit into a lasting relationship

# Growth Tied to Access

The strategy started with where UCLA Health needed patient volume using a decision model rooted in access.

## DECISION MODEL



# Geographic Strategy

## In a market like Los Angeles, geography is strategy.

- UCLA Health and Fathom used geographic targeting to make the campaign more relevant, more efficient, and more closely aligned to location needs.
- Geo-based targeting, including inclusions and exclusions, improved relevance.
- Commercially insured adults and location-specific targeting shaped the audience strategy.
- Hyper-relevant targeting maximized the investment.
- The campaign promoted immediate care locations with available capacity.



# Omnichannel Activation Across the Full Funnel

The campaign was built to reach patients across multiple moments, not just one channel.

**Awareness**

- Programmatic display
- Meta
- Nextdoor

**Consideration**

- Location-specific creative
- Relevant, patient-centered messaging
- Nextdoor MLA assets that match users to the right location

**Intent signal**

- Paid search
- Landing page experience
- Clear calls to action

**Ongoing engagement**

- Follow-up communications
- Pathways into primary and specialty care

# Campaign Creative Across the Full Funnel

## Awareness

- Programmatic display
- Meta
- Nextdoor

## Consideration

- Location-specific creative
- Relevant, patient-centered messaging
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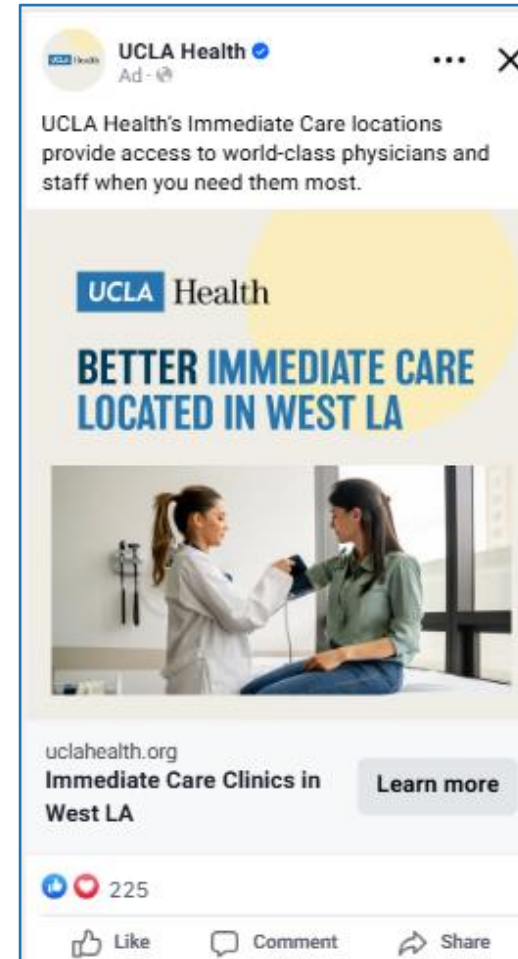
## Conversion

- Paid search
- Landing page experience
- Clear calls to action

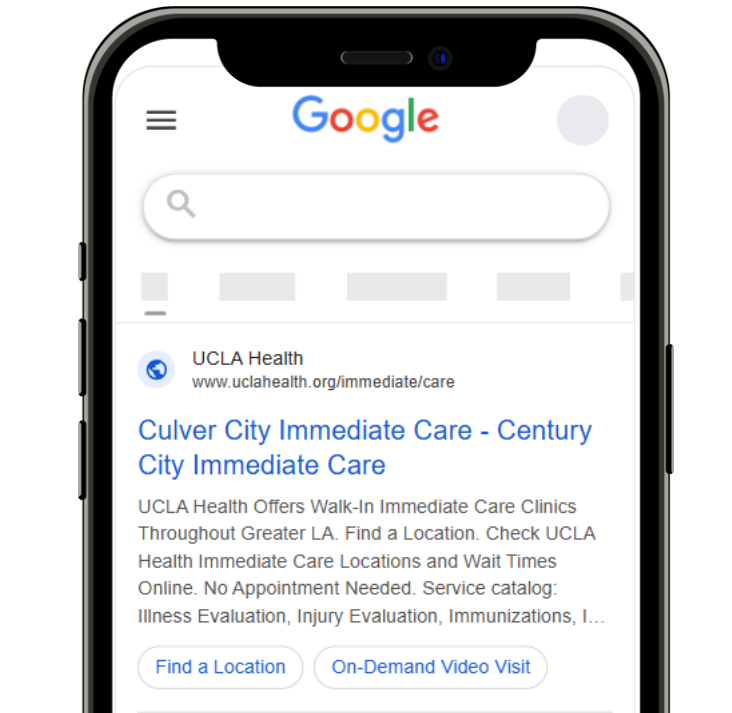
## Ongoing engagement

- Follow-up communications
- Pathways into primary and specialty care

## PAID SOCIAL



## SEARCH / LANDING PAGE



# Campaign optimization and in-market learning

Optimization was built into the process, not treated as a post-campaign activity.

## Learn

- Performance reporting
- Audience insights
- Market feedback



## Adjust

- Channel mix
- Budget allocation
- Landing page experience



## Improve

- Better relevance
- Better patient experience
- Better alignment with growth goals

**Each flight feeds the next** — what we improve becomes what we learn from next time.

# Campaign Results

## Measuring success beyond campaign performance.

- Concrete proof that the strategy worked: the campaign delivered against media benchmarks, moved real patient volume, and left UCLA Health with a stronger link between marketing and operations.
- Marketing performance told us the media worked. Business impact told us it mattered. Strategic value is what carries forward.

### Marketing performance

- Impressions
- Click-through rate
- Clicks
- Patient volume
- Qualified traffic

### Business impact

- Increase in patient volume
- Support for priority locations
- Improved access utilization
- Clinic capacity reached
- Commercially insured patient demand

### Strategic value

- Stronger connection between marketing and operations
- Better visibility into where growth was needed
- Foundation for future patient relationships

# Campaign Results (3/5/26 – 8/10/26)

The campaign moved patient volume, not just media metrics.

## BUSINESS OUTCOME

### +550

Immediate Care encounters across featured UCLA Health clinics versus the same period the prior year.

## BUSINESS OUTCOME

### 734

Immediate Care patients scheduled Primary Care appointments, with 364 completed.

## BUSINESS OUTCOME

### Culver City & Century City

Highest growth of any locations and identified as priority growth areas - an 804-patient volume increase from the same 20-week period last year.

## MARKETING OUTCOME

### 0.63% vs. 0.49% CTR

Nextdoor MLA creative outperformed standard creative.

## MARKETING OUTCOME

### Above click goals

Meta exceeded targets, driven by strong engagement and efficient delivery.

## STRATEGIC OUTCOME

### Extended into FY27

Marketing investment aligned with clinic demand and capacity needs, with clinic volumes still monitored.

# A clinic reaching capacity.

The strongest signal was not engagement. It was patient volume.

# Immediate Care as an Entry Point to a Longer Patient Relationship

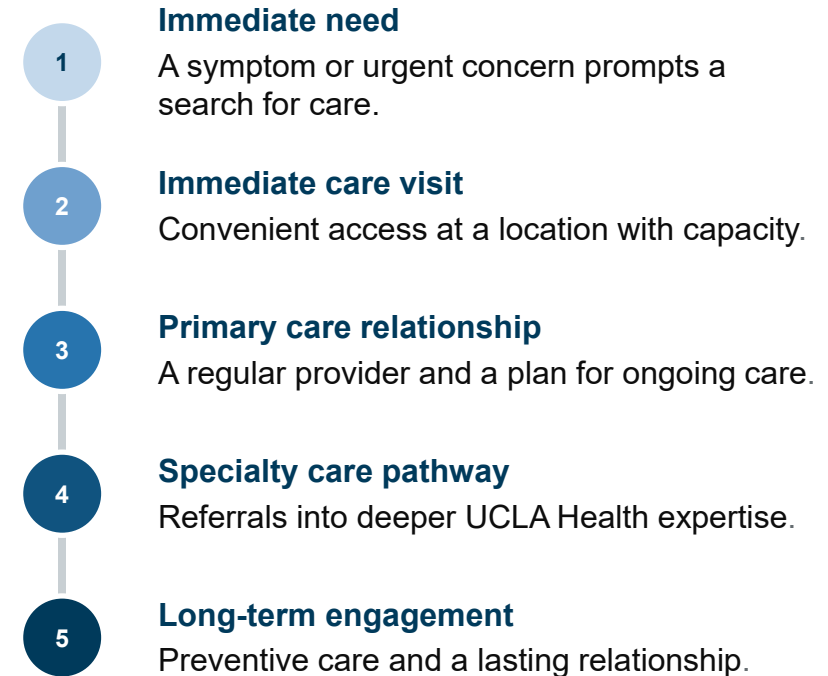
The visit is not the end goal. It is the start of the relationship.

Immediate care can serve as an entry point into broader UCLA Health relationships, including primary, preventive, and specialty care.

## Why it matters

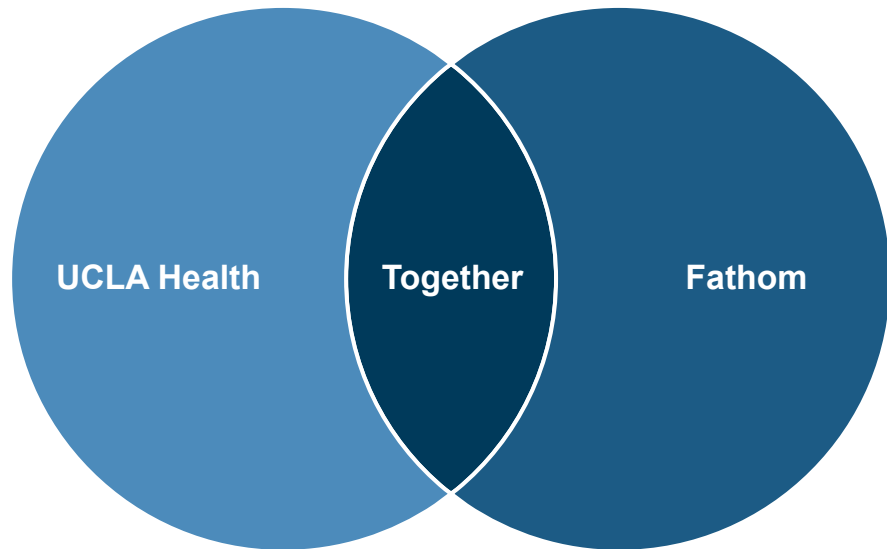
A successful acquisition campaign should do more than generate a single appointment. It should create an entry point into a lasting relationship with the health system.

## PATIENT JOURNEY



# The Partnership

The work was stronger because the partnership was not transactional.



## UCLA Health brings

- Business priorities and patient volume goals
- Access needs and market context
- Internal coordination across the system

## Fathom brings

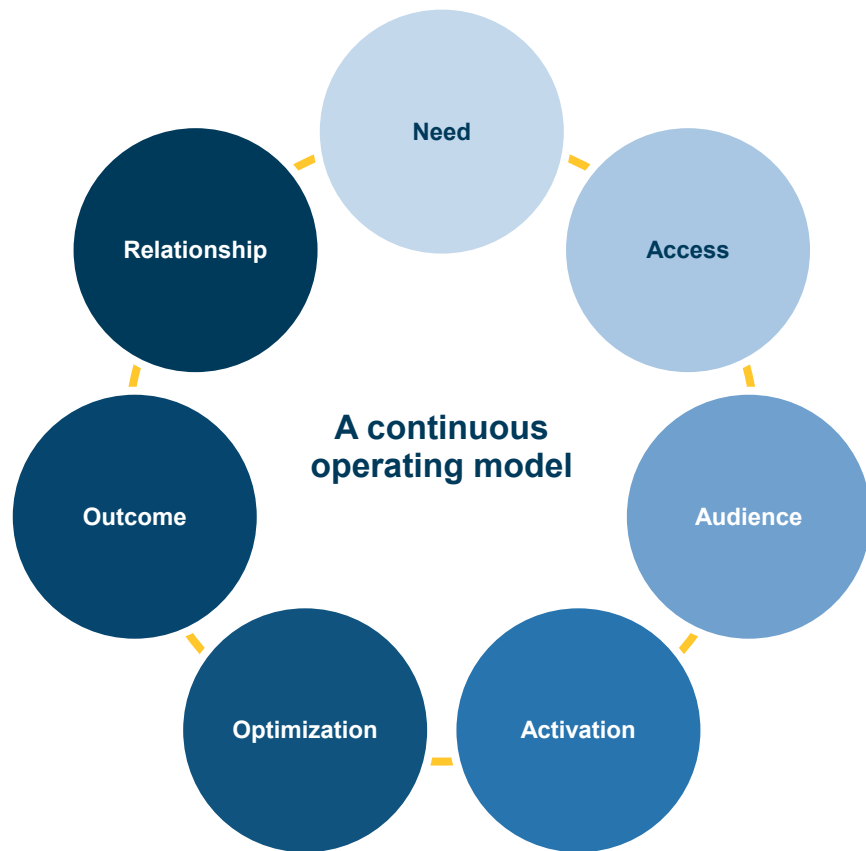
- Audience strategy and channel planning
- Paid media expertise and optimization
- Recommendations, and the candor to challenge

## Together

- Better targeting and smarter investment
- Stronger alignment to access and growth
- Trust, candor, and a healthy feedback loop

# The Framework

A repeatable framework for connected growth



- 1. Identify the growth need** Define the service line, location, audience, market, or access challenge.
- 2. Understand operational readiness** Confirm where demand can be served and where capacity exists.
- 3. Prioritize the opportunity** Use geography, patient mix, service line goals, and market dynamics to decide where to focus.
- 4. Brief your partner deeply** Share the real business need, constraints, access considerations, and success measures.
- 5. Build the channel strategy** Choose channels based on the audience journey, not standard campaign habits.
- 6. Launch with clear measurement** Define what success means beyond clicks and conversions.
- 7. Check performance early** Use early reporting to identify what is working and what needs adjustment.
- 8. Optimize around the business goal** Adjust targeting, budget, creative, and channels based on performance and operational priorities.
- 9. Report back to the original objective** Connect results to patient volume, capacity, access, and relationship-building.

# Key Takeaways

What health system marketers can take back to their teams

1

## Start with the business need

Lead with the growth problem, not the campaign tactic.

2

## Let access guide investment

Use geography and capacity to decide where spend should go.

3

## Target the right moment

Build campaigns around the right patient, location, and moment.

4

## Measure what the business cares about

Connect media performance to patient volume and operational priorities.

5

## Treat the first visit as a beginning

Immediate care is an entry point to a longer-term patient relationship.

6

## Build a real partnership

Clarity, candor, challenge, and ongoing optimization beat order-taking.

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## Questions?

- Please be sure to complete the session evaluation on the mobile app!

# John Ryan Daniel, MBA



## Senior Program Marketing Manager

John Ryan Daniel is a healthcare marketing leader at UCLA Health, where he leads initiatives focused on patient engagement, digital transformation, and growth strategy. He is passionate about using data and consumer insights to better understand patient needs and create meaningful connections across the healthcare journey. His work centers on helping healthcare organizations make smarter decisions, improve access to care, and drive measurable business outcomes.



# Hannah Patrzyk



## Manager, Paid Media

Hannah is a Manager on Fathom's Paid Media team, leading programmatic channel strategies for major clients. Her passion for media planning and creative, innovative solutions drives outstanding results. Outside of work, she enjoys pickleball, exploring Cleveland's trails, and relaxing poolside with a good book.

