

SHSMD26 CONNECTIONS

Health Care Marketing, Strategy & Communications

American Hospital Association Conference
September 27-29 ↓ Baltimore

From “We Can’t Track That” to a Real Measurement Plan: One Health System’s Roadmap to Better Marketing Measurement

- Ryan Younger, VP, Marketing, Virtua Health
- Jeric Griffin, Performance Marketing Strategy Lead, Freshpaint



Agenda

Meet the Speakers & Virtua Health's Starting Point	Slide 3
The 5-Stage Roadmap & Definitions of Success	Slide 5
Building Buy-In	Slide 7
Learning through Pilots	Slide 8
Where Virtua Health Goes Next & Takeaways	Slide 9
Q&A	Slide 11

Meet the Speakers



Ryan Younger

VP, Marketing



Jeric Griffin

Performance Marketing
Strategy Lead



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Virtua Health's Starting Point

Virtua's Marketing team exists to:

- Build trust + improve lives in the community
- This requires growing the business responsibly

Measurement maturity was not new to Virtua

- A precedent for connecting marketing to patient & business outcomes via the CRM
- OCR & Compliance added to the urgency

Virtua began partnering with Freshpaint in 2024 to:

- **Year 1:** Develop the compliant, patient-centered foundation to understand marketing performance
- **Year 2 (current state):** Move from privacy-safe tracking into lower-funnel measurement and closed-loop attribution

Virtua Health's 5-Stage Roadmap

1. Compliance & vision-setting

Create the foundation to move from risk reduction to responsible growth.

2. Measure patient activity via the EHR

Move from departmental data to a shared view of the patient journey.

3. Pipe EHR outcomes to ad platforms

Use closed-loop attribution to move from proxy metrics to business outcomes.

**Current day - nearing the end of this stage*

4. Test and validate campaign performance

Identify which campaigns can create the most immediate value.

5. Optimize and scale

Confidently answer: "How can we use data to make campaigns more effective?"



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Definitions of Success



Trust



**Improved
Access &
Lives**



**Patient Volume
& Growth**

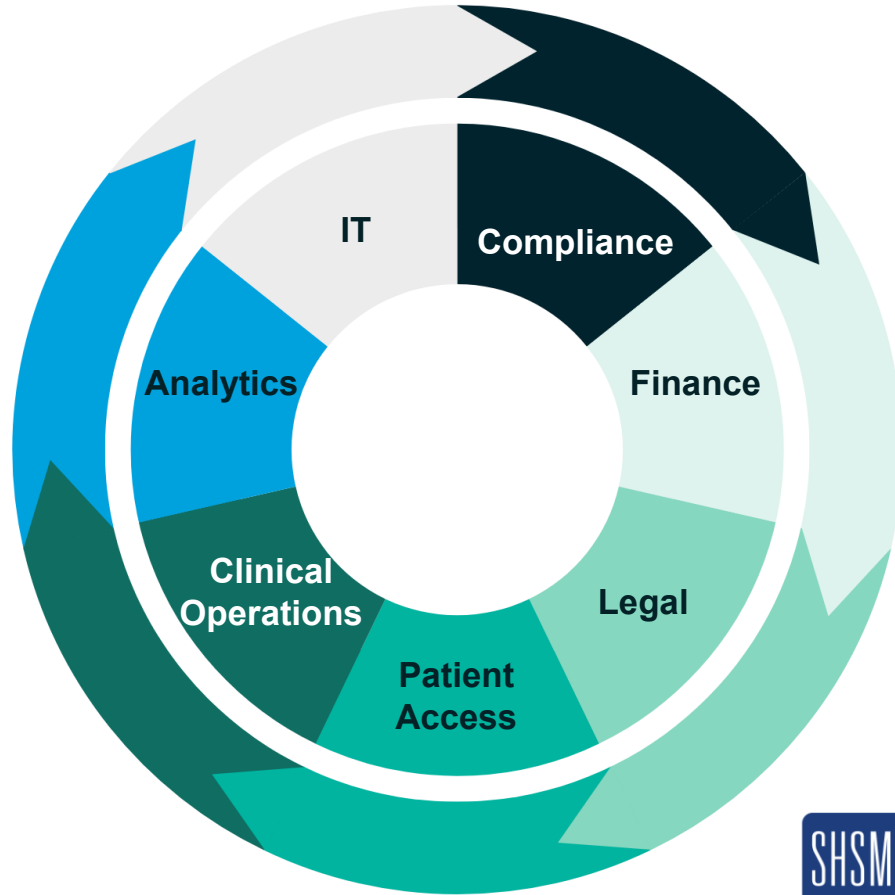


**Revenue &
Channel
Performance**

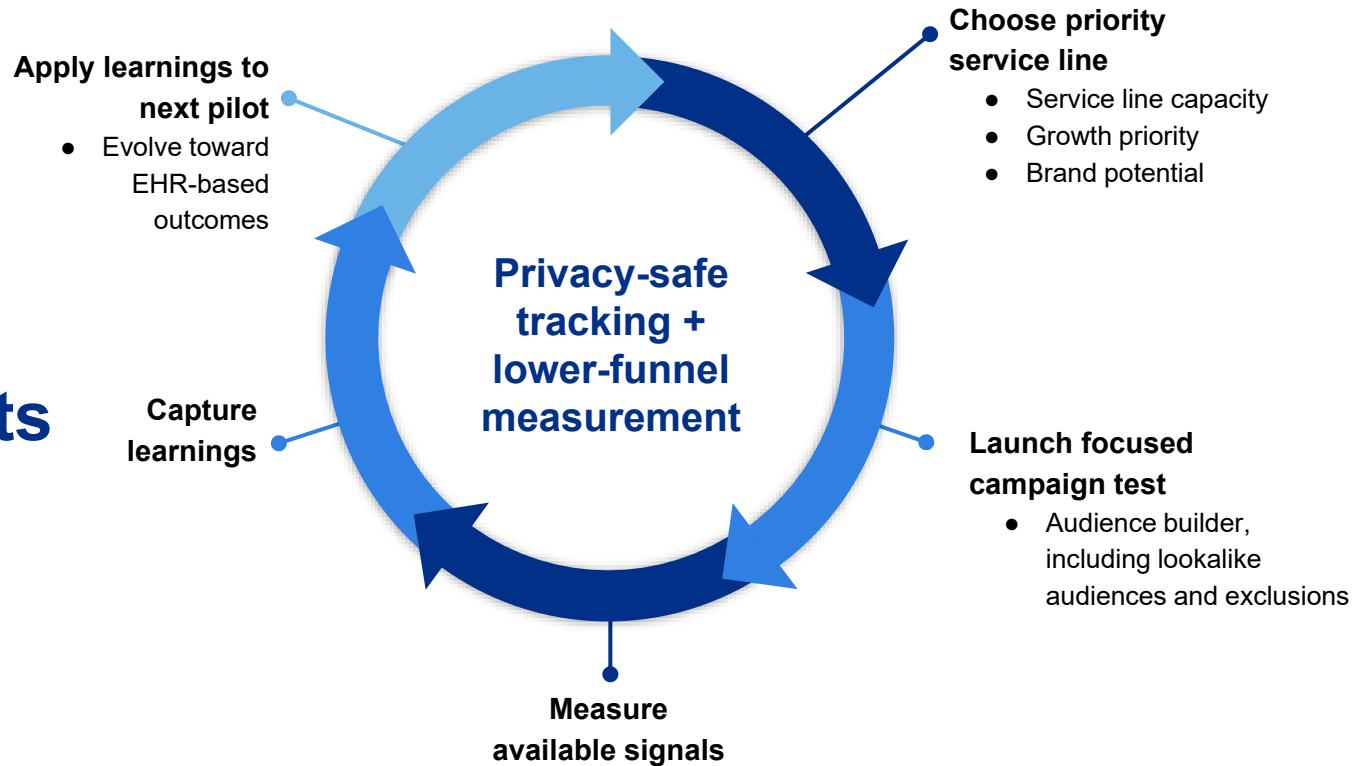


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Building Organizational Buy-In



Learning through Pilots



How Virtua Drives Progress on its Roadmap

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Looking Back & Ahead

Privacy is not the end of measurement.

It is the foundation that makes more credible measurement possible.

Measurement is an organizational journey.

Establish a cadence and governance with stakeholders early.

Start with a focused pilot.

Tie it to a meaningful service line or business priority.

Preserve the role of trust and brand.

Lean into the relationship between brand and performance marketing.

Build the capabilities in stages.

Make ownership, stakeholder education, and operating capacity explicit.



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Thank You! Questions?

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