

SHSMD26 CONNECTIONS

Health Care Marketing, Strategy & Communications

American Hospital Association Conference
September 27-29 ⚓ Baltimore

What's New with New Mover Campaigns

From Mailbox to Mouse-Click:

How Baptist Health Modernized New Mover Marketing



Your Speakers



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Chad Reece
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Tom Wiser, APR
Vice President at CMPkc



Baptist Health

Northeast Florida's Largest, Most Preferred Health System



- System revenue **over \$3.5B** with **AA Stable** Standard and Poor's rating while **generating \$6.6B** in economic benefit
- Over **200 points of care** in Jacksonville 5-County metro area of 1.8 million
 - **6 hospitals** with 1,437 beds plus 5 freestanding Emergency Rooms; newest hospital – Baptist Clay – opened December 2022
 - Wolfson Children's Hospital, **only freestanding children's hospital** between Orlando and Atlanta
 - Tertiary adult specialties, including **Baptist Heart Hospital** and **Baptist MD Anderson**, serve Northeast Florida/Southeast Georgia and beyond
 - 58 Primary Care offices with more than 255 providers and 17 urgent care centers
- **3,000 physicians and advance practice providers** on medical staff
 - 510 employed physicians and 347 advanced practice providers
- **16,003 team members:** Jacksonville's largest private sector employer

Today's Discussion

How to keep a New Mover campaign – launched in 2008 – modern, relevant, compliant and consistently earning high ROI

Learning Objectives

1. New Mover campaigns are so valuable to healthcare
2. Modernize New Mover marketing campaigns
3. Optimize targeting strategy
4. Bridge the offline-online gap
5. Measurement for New Mover campaigns

What is Driving New Mover Campaigns?

- Population growth
- Expanding suburbs
- Competition
- Or simply the need to increase market share
- Change in someone's life

Your Patients are Consistently Leaving Your Market

8.1M

2025 USPS Permanent
Address Changes Processed

22,199

Daily Processed Permanent Address Changes
2025 USPS

Why Target New Movers?

Focus on households that have relocated from a

Far Enough Distance Away

that they will be forced to identify new:

- Primary Care Providers
- Urgent Cares
- Emergency Departments
- Specialists

Baptist Case Study

75% of primary care patients
live within a 15-minute
drive of their clinic

Business Strategy of New Movers at Baptist Health

- High-growth market with constant influx of new residents needing new health care providers
 - No awareness of our brand
- Key strategy focused on “front door” growth
- Primary care is a strength that combines
 - Lower-cost Setting
 - Continuity to Manage Health
 - Referral Point for all System Services
- Recognize that life is often “interrupted,” so we highlight our other front doors – urgent and emergency care

New Movers Lead to Hospital & Physician Utilization

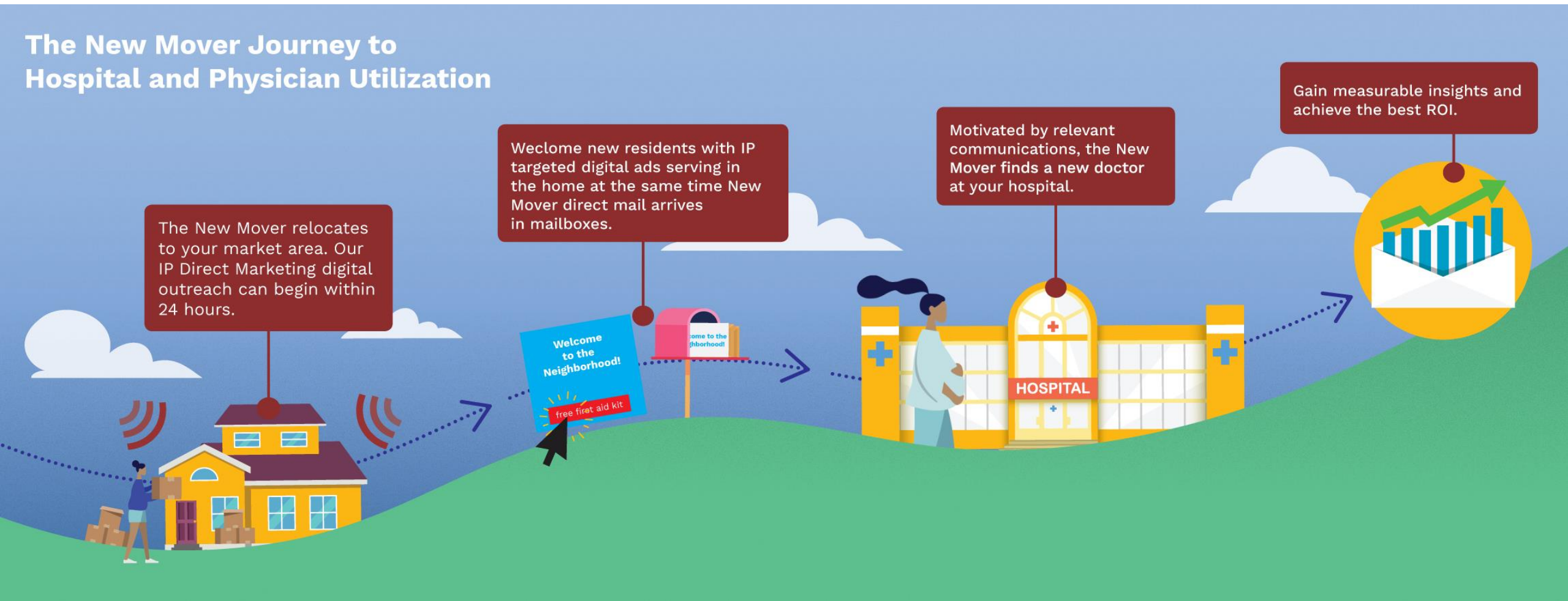
The New Mover Journey to Hospital and Physician Utilization

The New Mover relocates to your market area. Our IP Direct Marketing digital outreach can begin within 24 hours.

Welcome new residents with IP targeted digital ads serving in the home at the same time New Mover direct mail arrives in mailboxes.

Motivated by relevant communications, the New Mover finds a new doctor at your hospital.

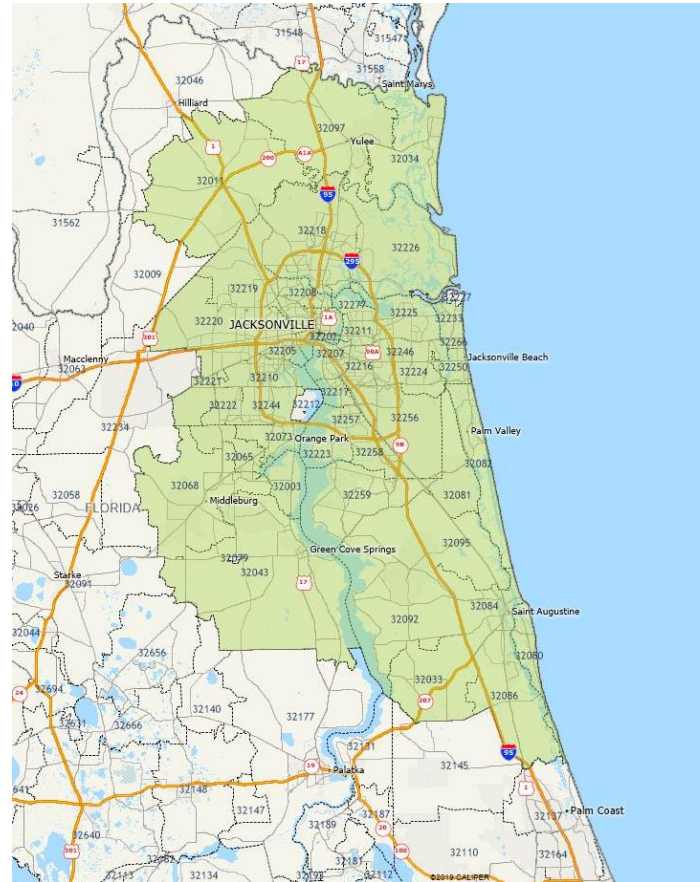
Gain measurable insights and achieve the best ROI.



Baptist Traditional List Targeting Strategy

Prior to 2026

- **47 Zip Codes**
(Tied to Primary Care Locations)
- **Out-of-Market Movers**
- **Age 18 to 64**
(Limited Panel Access)
- **Income \$30k+**



2,296

New Mover Targets Per Month

Modernized List Targeting

TRADITIONAL APPROACH

47 Zip Codes

Out-of-Market Relocations

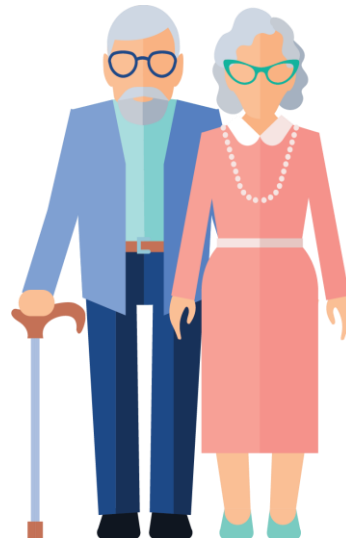
Income \$30k+

MODERNIZATION

ADD SEGMENT MESSAGING

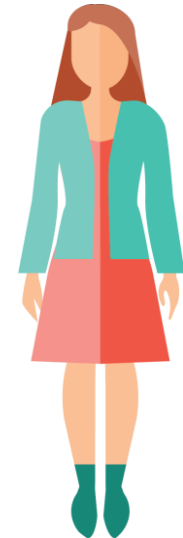


Adults Child-rearing
Age 18 to 40



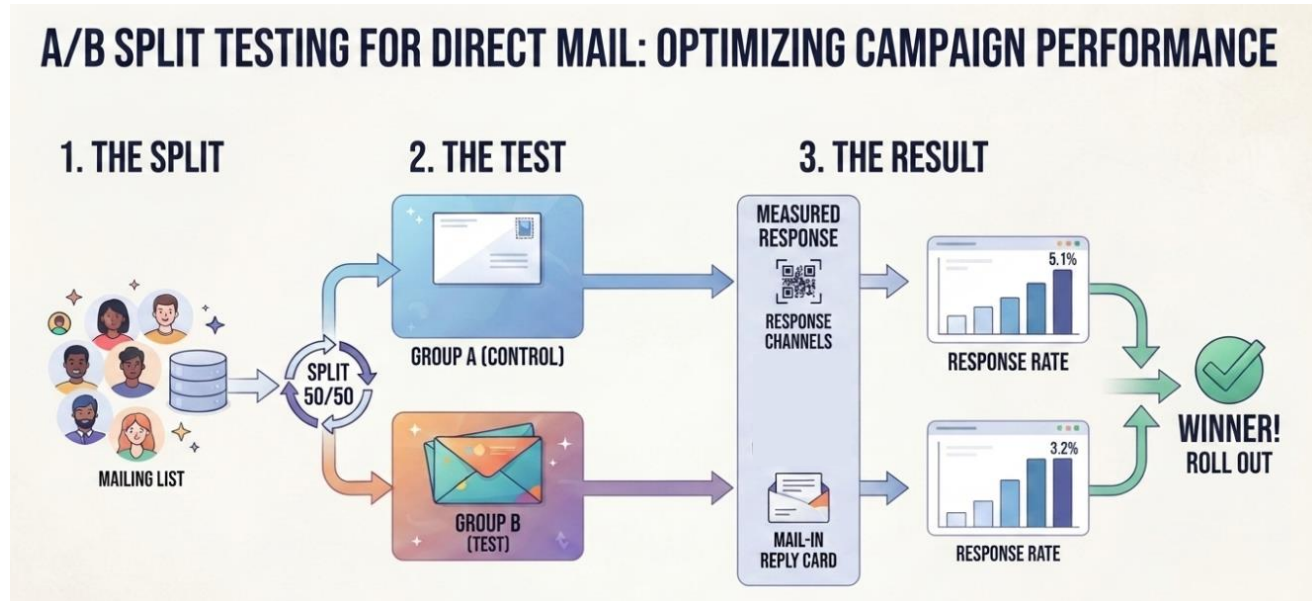
Seniors
Age 65+

ADD UNKNOWN MOVE DISTANCE



Everyone Else
Age 41 to 64

Importance of Testing



By taking a scientific approach to testing, you will modernize your New Mover campaign.

- New Movers will teach you what they will best respond to
- The world is evolving, test and measure
 - Test new technologies, variable digital printing, etc.
- Don't be scared if your test fails

Which Test Won?



SELF-MAILER

6,602 Responses
3.93% Response Rate



TEASER ENVELOPE

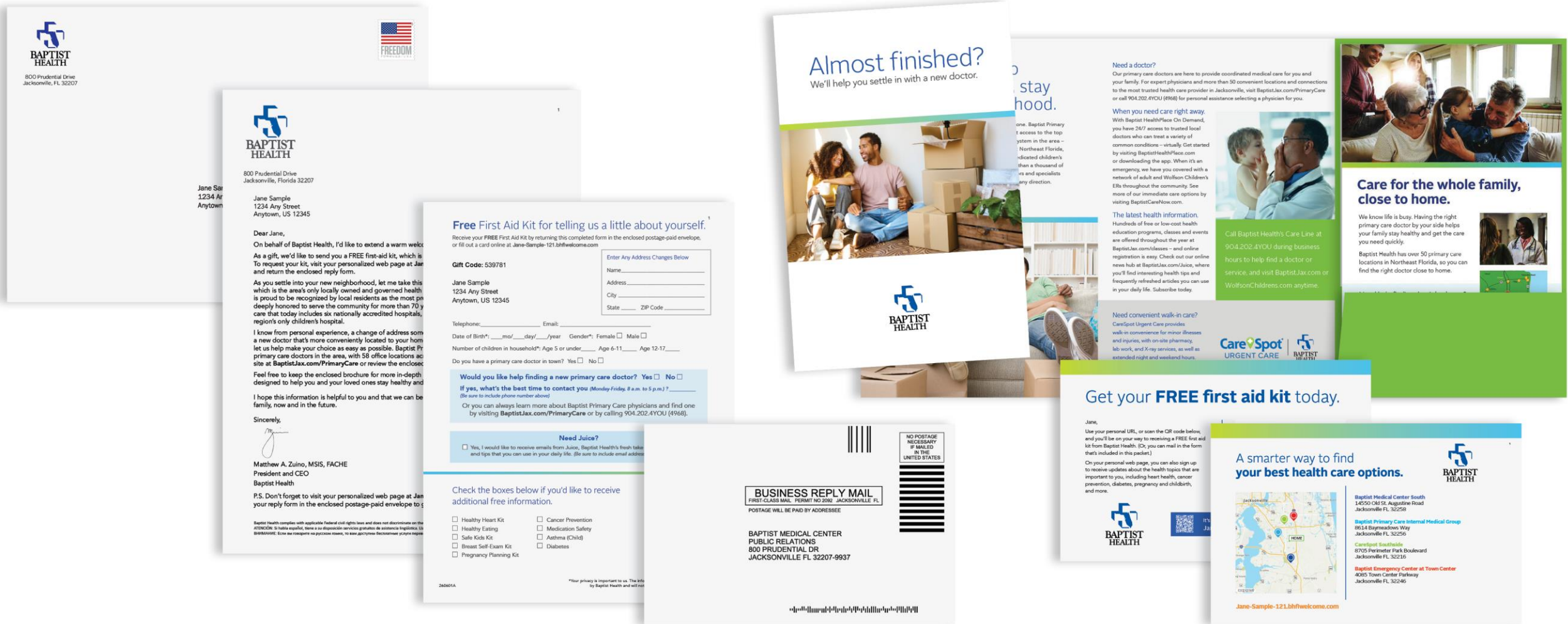
7,795 Responses
4.64% Response Rate



PLAIN ENVELOPE

8,770 Responses
5.22% Response Rate

New Mover Envelope Mailer #1



Segmentation/Marketing Personas



Adults Child-rearing

Almost finished?
We'll help you settle in with a new doctor.

- Pediatrics
- Primary Care
- Urgent & Emergency Care



800 Prudential Drive
Jacksonville, Florida 32207

Jane Sample
1234 Any Street
Anytown, US 12345

Dear Jane,

On behalf of Baptist Health, I'd like to extend a warm welcome to you.

As a gift, we'd like to send you a FREE first-aid kit, which is sure to come in handy in your new home. To request your kit, visit your personalized web page at Jane-Sample-121.bh@welcome.com or fill out and return the enclosed reply form.

As you settle into your new neighborhood, let me take this opportunity to introduce our organization, which is the area's only locally owned and governed health care system. Year after year, Baptist Health is proud to be recognized by local residents as the most preferred health care provider. We have been deeply honored to serve the community for more than 70 years through a comprehensive circle of care that today includes six nationally accredited hospitals, including Wolfson Children's Hospital, the region's only children's hospital.

I know from personal experience, a change of address sometimes provides an opportunity to consider a new doctor that's more conveniently located to your home or place of work. If that's the case for you, let us help make your choice as easy as possible. Baptist Primary Care offers the largest network of primary care doctors in the area, with 58 office locations across Northeast Florida. Just visit our web site at Baptistjax.com/PrimaryCare or review the enclosed card with map and locations.

Feel free to keep the enclosed brochure for more in-depth information on our wide range of services designed to help you and your loved ones stay healthy and enjoy life to the fullest.

I hope this information is helpful to you and that we can be of continued service to you and your family, now and in the future.

Sincerely,

Matthew A. Zuino, MSIS, FACHE
President and CEO
Baptist Health

P.S. Don't forget to visit your personalized web page at Jane-Sample-121.bh@welcome.com or return your reply form in the enclosed postage-paid envelope to get your **FREE first-aid kit**.

Baptist Health complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.
AFFIRMATIVE ACTION: We are an equal opportunity employer. We do not discriminate on the basis of race, color, national origin, age, disability, or sex.
BAPTISTHEALTH: Este es un mensaje de bienvenida personal. No sea perezoso. Revisite nuestra página web o devuelva este sobre para recibir su kit de primeros auxilios GRATIS.



Seniors

Almost finished?
We'll help you settle in with a new doctor.

- Regular Health Screenings
- Specialist Care



800 Prudential Drive
Jacksonville, Florida 32207

Jane Sample
1234 Any Street
Anytown, US 12345

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Everyone Else

Almost finished?
We'll help you settle in with a new doctor.

- Family Planning
- Mental Health
- Nutrition



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Jacksonville, Florida 32207

Jane Sample
1234 Any Street
Anytown, US 12345

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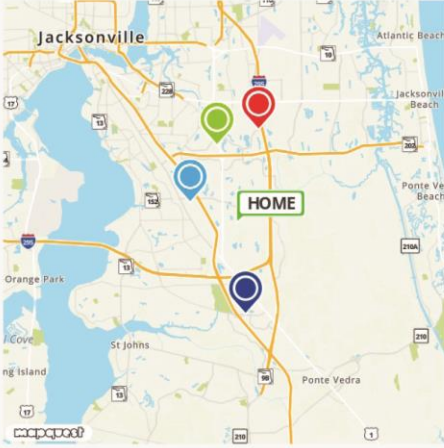
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Proximity Mapping

Movers can envision healthcare locations near their new residence

A smarter way to find your best health care options.



Baptist Medical Center South
14550 Old St. Augustine Road
Jacksonville FL 32258

Baptist Primary Care Internal Medical Group
8614 Baymeadows Way
Jacksonville FL 32256

CareSpot Southside
8705 Perimeter Park Boulevard
Jacksonville FL 32216

Baptist Emergency Center at Town Center
4085 Town Center Parkway
Jacksonville FL 32246

Jane-Sample-121.bhflwelcome.com



PURLs – Driving Online Engagement

Bridge the “offline” to “online” gap

BAPTIST HEALTH
800 Princesa Drive
Jacksonville, Florida 32207

Jane Sample
1234 Any Street
Anytown, US 12345

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Baptist Health is committed to providing quality health care services and does not discriminate on the basis of race, color, sex, age, disability, or any other protected basis. If you are a patient, please call 1-800-362-2435. If you are a provider, please call 1-800-362-2435. © 2015 Baptist Health. All rights reserved.

Get your FREE first aid kit today.

Jane,
Use your personal URL, or scan the QR code below, and you'll be on your way to receiving a FREE first aid kit from Baptist Health. (Or, you can mail in the form that's included in this packet.)

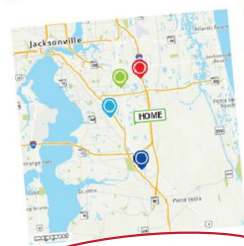
On your personal web page, you can also sign up to receive updates about the health topics that are important to you, including heart health, cancer prevention, diabetes, pregnancy and childbirth, and more.



It's easy. In fact, it only takes 2 minutes. Get started now:
Jane-Sample-121.bhflwelcome.com

BAPTIST HEALTH

A smarter way to find your best health care options.



Jane-Sample-121.bhflwelcome.com

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Jacksonville FL 32258

Baptist Primary Care Internal Medical Group
8614 Baymeadows Way
Jacksonville FL 32256

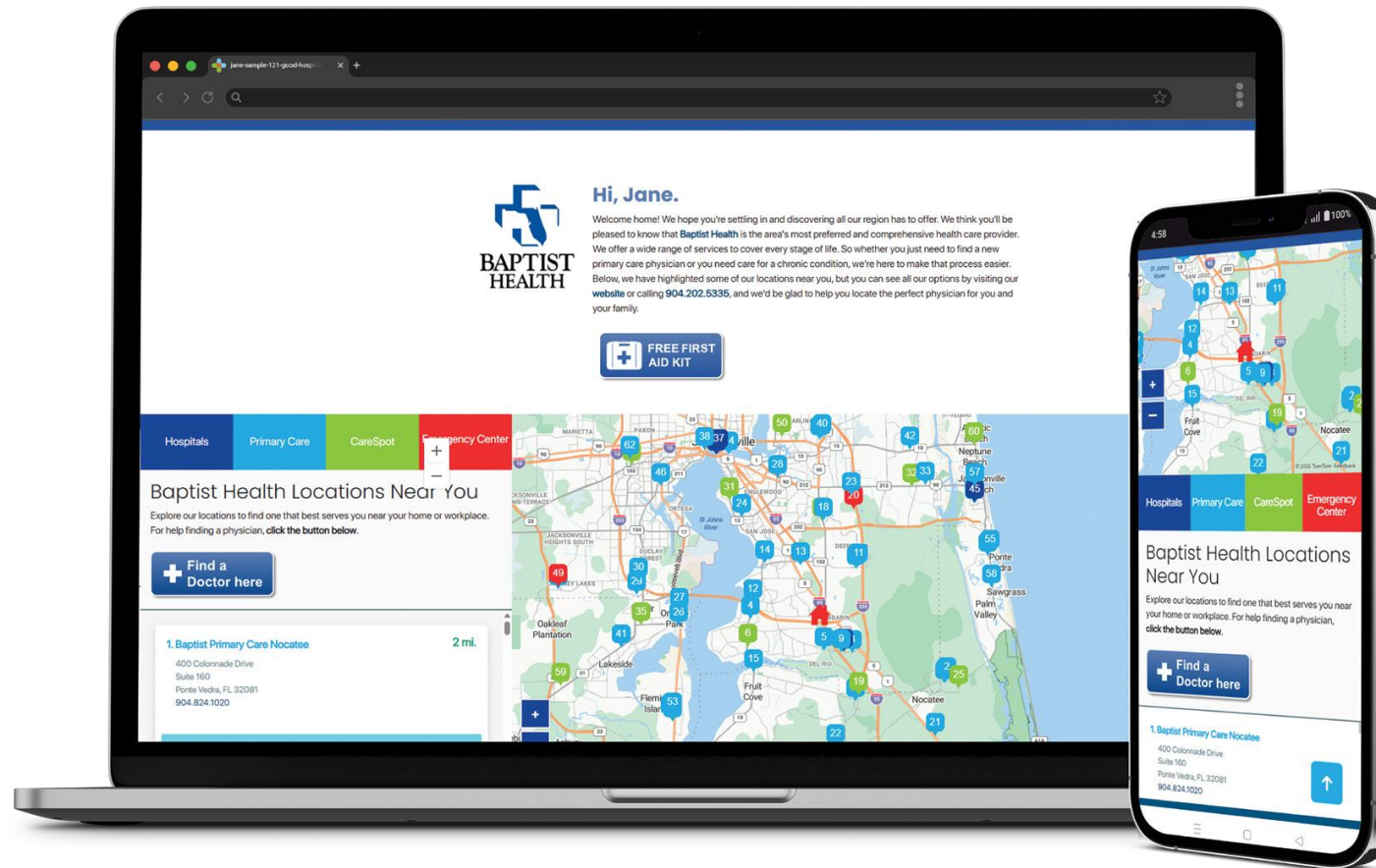
CareSpot Southside
8705 Perimeter Park Boulevard
Jacksonville FL 32216

Baptist Emergency Center at Town Center
4085 Town Center Parkway
Jacksonville FL 32246

BAPTIST HEALTH

Online Mapping

PURL-driven website landing page that utilizes Azure mapping.



Quid Pro Quo

First Aid Kit Offer drives New Movers to tell your healthcare organization about their healthcare interests.

Personalized Response Form

Fulfillment based on New Mover's healthcare interests.



Check the boxes below if you'd like to receive additional free information.

- | | |
|---|--|
| ☐ Healthy Heart Kit | ☐ Cancer Prevention |
| ☐ Healthy Eating | ☐ Medication Safety |
| ☐ Safe Kids Kit | ☐ Asthma (Child) |
| ☐ Breast Self-Exam Kit | ☐ Diabetes |
| ☐ Pregnancy Planning Kit | |

260601A

*Your privacy is important to us. The information gathered here will only be used by Baptist Health and will not be shared in any way with a third party.

Free First Aid Kit for telling us a little about yourself.
Receive your **FREE** First Aid Kit by returning this completed form in the enclosed postage-paid envelope, or fill out a card online at Jane-Sample-121.bhthwelcome.com.

Gift Code: 539781

Jane Sample
1234 Any Street
Anytown, US 12345

Telephone: _____ Email: _____
Date of Birth: ____/____/____ Year Gender: Female ☐ Male ☐
Number of children in household: Age 5 or under ____ Age 6-11 ____ Age 12-17 ____
Do you have a primary care doctor in town? Yes ☐ No ☐

Would you like help finding a new primary care doctor? Yes ☐ No ☐
If yes, what's the best time to contact you (Monday-Friday, 8 a.m. to 5 p.m.)? _____
(Be sure to include phone number above.)
Or you can always learn more about Baptist Primary Care physicians and find one by visiting BaptistJax.com/PrimaryCare or by calling 904.202.4YOU (4968).

Need Juice?
☐ Yes, I would like to receive emails from Julie, Baptist Health's fresh take on health news and tips that you can use in your daily life. (Be sure to include email address above.)

Check the boxes below if you'd like to receive additional free information.

☐ Healthy Heart Kit	☐ Cancer Prevention
☐ Healthy Eating	☐ Medication Safety
☐ Safe Kids Kit	☐ Asthma (Child)
☐ Breast Self-Exam Kit	☐ Diabetes
☐ Pregnancy Planning Kit	

BAPTIST HEALTH

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260601A

Keeping Paper Response Forms Can Add Up To 50% Response

Paper Response: 30%

Free First Aid Kit for telling us a little about yourself.¹
Receive your **FREE** First Aid Kit by returning this completed form in the enclosed postage-paid envelope, or fill out a card online at Jane-Sample-121.bhfwelcome.com

Gift Code: 539781

Jane Sample
1234 Any Street
Anytown, US 12345

Enter Any Address Changes Below
Name _____
Address _____
City _____
State _____ ZIP Code _____

Telephone: _____ Email: _____
Date of Birth*: ____mo/____day/____year Gender*: Female ☐ Male ☐
Number of children in household*: Age 5 or under ____ Age 6-11 ____ Age 12-17 ____
Do you have a primary care doctor in town? Yes ☐ No ☐

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☐ Healthy Eating	☐ Medication Safety
☐ Safe Kids Kit	☐ Asthma (Child)
☐ Breast Self-Exam Kit	☐ Diabetes
☐ Pregnancy Planning Kit	

BAPTIST HEALTH

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260601A

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

SS REPLY MAIL
PERMIT NO 2092 JACKSONVILLE FL
MAIL BY ADDRESSEE

CAL CENTER
IONS
IAL DR
E FL 32207-9937

Online Response: 70%

FREE First Aid Kit for telling us a little about yourself.
Receive your **FREE** First Aid Kit, along with information on health topics important to you, just by completing this form.

Gift Code: _____

*First Name: _____ M.I.: _____ *Last Name: _____
*Address: _____
*City: _____ *State: _____ *Zip: _____
Telephone: (xxx)-xxx-xxxx *Email: _____
Date of Birth: _____ Gender: ☐ Female ☐ Male
Number of children in household: Age 5 or Under _____ Age 6-11 _____ Age 12-17 _____
Do you have a primary care doctor in town? ☐ Yes ☐ No

Would you like help finding a new primary care doctor? ☐ Yes ☐ No
If yes, what's the best time to contact you (Monday-Friday, 8 a.m. to 5 p.m.)? _____
(Be sure to include phone number above)
Or you can always learn more about Baptist Primary Care physicians and find one by visiting BaptistJax.com/PrimaryCare or by calling 904.202.4YOU (4968).

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☐ Healthy Heart Kit	☐ Cancer Prevention
☐ Healthy Eating	☐ Medication Safety
☐ Safe Kids Kit	☐ Asthma (Child)

New Mover Envelope Mailer #2



Physician Rotation Envelope Mailer #2



Personalization is Key

By acknowledging the New Mover by name and as someone that recently relocated, you will actively engage them to visit the website landing page and respond to the free first-aid kit offer.

Letter is From the Closest Primary Care Provider with Capacity

The name, address and telephone number of the closest primary care provider will appear on the welcome letter. Each month or quarter, additions and/or deletions can be made to the database of medical providers actively accepting new patients.

Personal Connection with a Provider

A photo and brief bio of the provider help to establish a personal connection with the New Mover.

Closest Available Physician

- Name and address of practice
- Rotation of nearby providers
- Photo of provider
- Letter is signed by provider

Can Employee Recruitment Play into New Movers?

New Movers can be a fresh source for employment opportunities.

SMART MOVE

You don't have to be a rocket scientist to know you've moved to one of America's most dynamic places.

As North Alabama continues to grow, we are looking for talented, compassionate people to join our Health System. Whatever your expertise and wherever in the region you call home, opportunity awaits at Huntsville Hospital Health System.

Ready for launch? Visit hh.careers today.



HH Health
HUNTSVILLE HOSPITAL HEALTH SYSTEM

UC San Diego Health

Transform lives,
including your own.



BEST HOSPITALS
US News
HONOR ROLL
2023-2024
#1 in San Diego

We're hiring changemakers.
UC San Diego Health and UC San Diego Health Sciences are on a mission to deliver outstanding patient care through commitment to the community, groundbreaking research and inspired teaching.

Join more than 26,000 dedicated employees shaping the future of medicine and transforming health care in the San Diego region. Our collaborative environment fosters innovation, world-class care and superior patient experience in a supportive and nurturing environment.

Comprehensive benefits
As part of the University of California system, we offer one of the most comprehensive benefit packages in San Diego County. Explore our total compensation package at employment.ucsd.edu/benefits.

Commitment to diversity
UC San Diego Health celebrates diversity as a vital cornerstone of our mission and success. We welcome employees from all backgrounds and want everyone to feel respected and valued.

Join us! Apply today at employment.ucsd.edu.

082624

TOP WORK PLACES
2023-2024

Once Again...
Region's Only Health Care Top Workplace

When you have the **best employees** in the country, it is easy to become a **Top Workplace**.

We are **#StLukesProud** to be recognized **ONCE AGAIN** as a Top Workplace health care organization locally, regionally, and nationally.

Our employees deserve this recognition as our most valued asset. As an employer of choice, St. Luke's prioritizes the health and well-being of our employees so they are able to provide the highest quality care and services to our patients. This honor highlights St. Luke's as an employer who listens to, cares for, and supports its employees.



St Luke's
UNIVERSITY HEALTH NETWORK

Interested in joining an award-winning organization that **ALWAYS** puts its employees first?

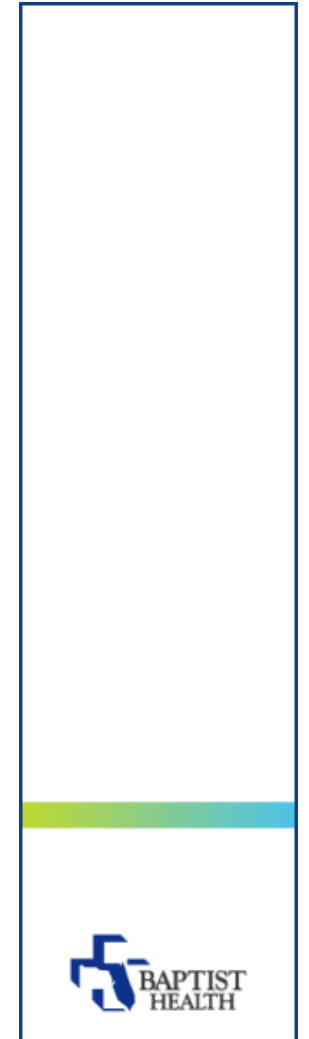
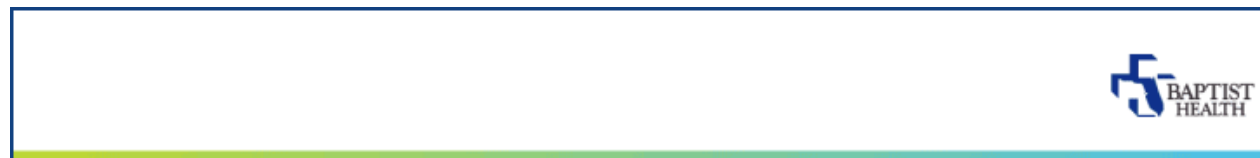
Visit our career site today and explore our growing list of opportunities.
sluhn.org/careers

Surround the New Mover with Baptist Messaging



Banner ads served at the roof-top level served to the same households that receive the direct mail.

Digital Banner Ads Served to Direct Mail Households



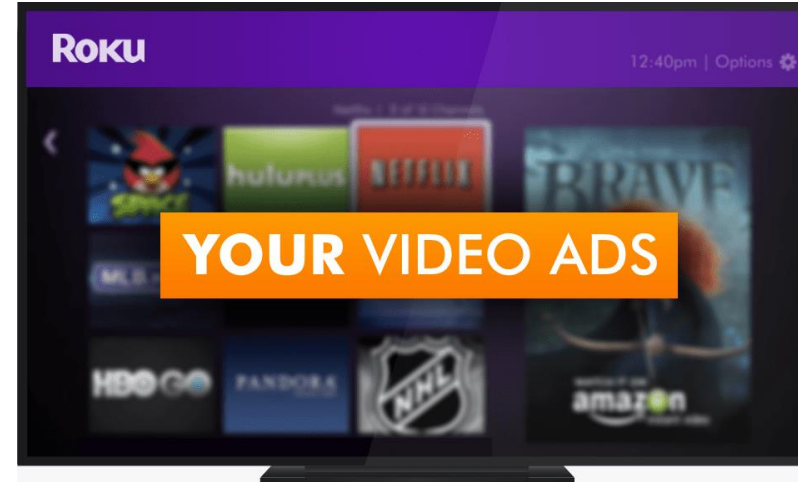
Video Has Invaded New Mover Marketing



Pre-Roll:

These ads are the videos that play before you watch a video online, such as on YouTube.

- Need to be short, as this video is skippable
- CTRs are trackable

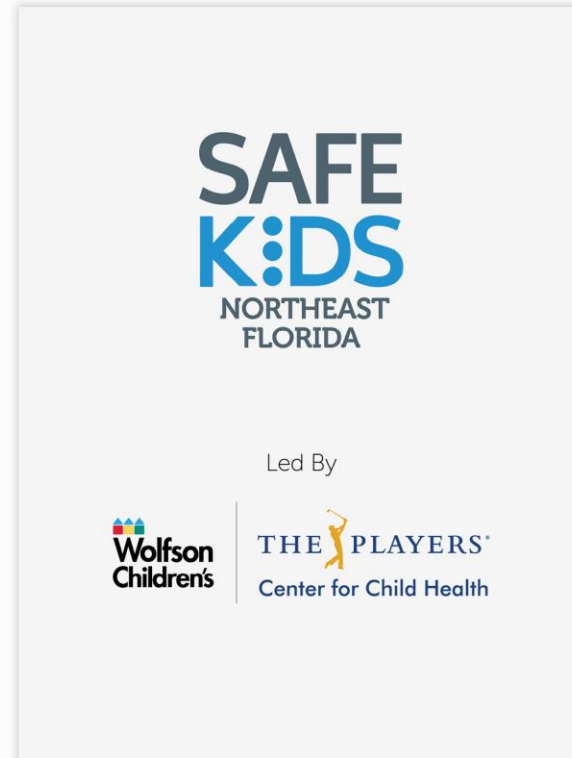
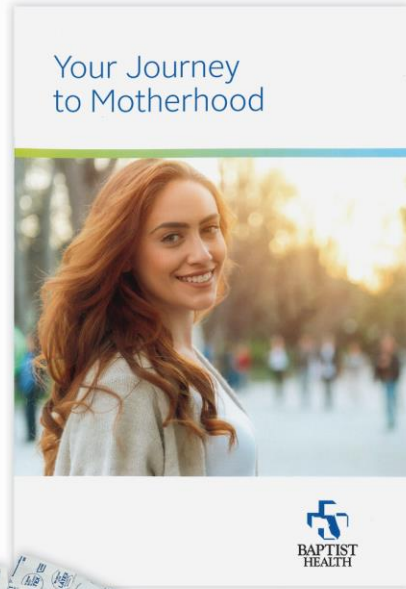
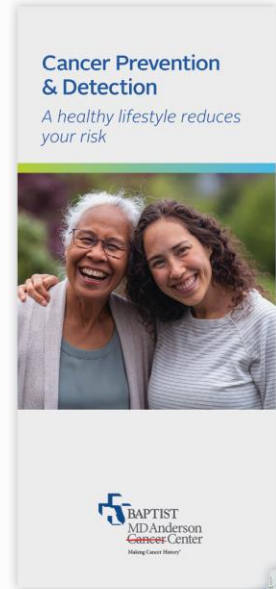


Over-The-Top:

- | | | |
|---------------|--------------|---------------|
| • Hulu | • Starz | • Spectrum TV |
| • Paramount+ | • Peacock | • Tubi |
| • Discovery+ | • Roku | • Fubo |
| • HBO Max | • Sling | • Pluto TV |
| • ESPN | • DIRECTV | |
| • MLB Network | • Samsung TV | |

Baptist Health's Over-The-Top Video Ad

Second-Touch Fulfillment



SalesForce Integration



Response Data:

- Online form
- CMPkc keys paper response form

85% of respondents provide email address, which is then validated



Data Handling:

- Data is stored in CMPkc database
- Data is formatted to customer specifications
- Response “Thank-you” email is sent for online form submissions



Response data is sent to customer via secure FTP site for pickup:

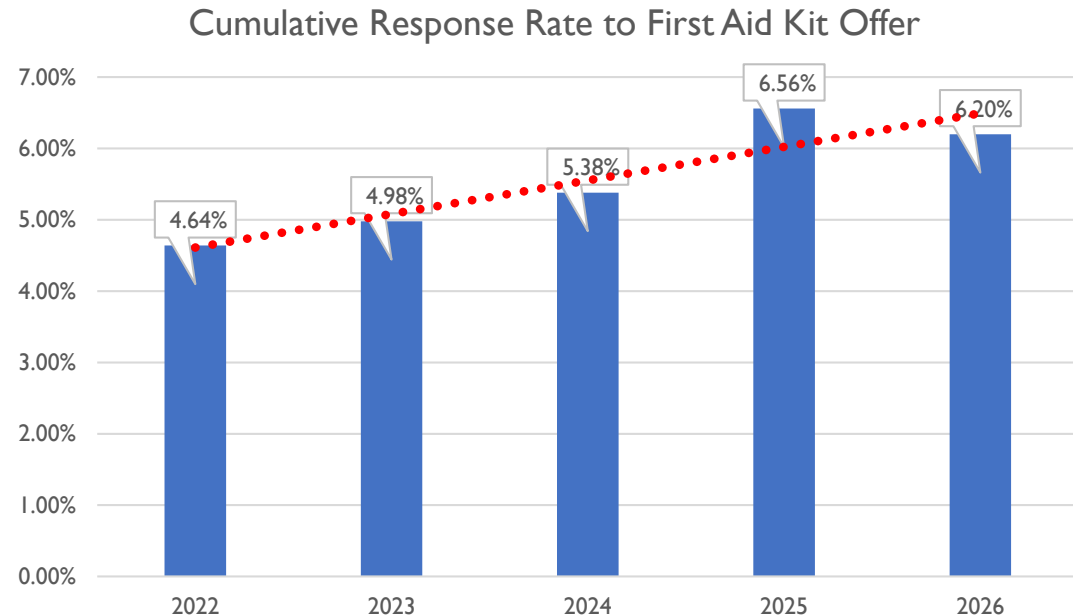
- Within moments
- Weekly
- Monthly

Response Rate & Self-Reported Demographic Analysis

Response Rate to Free First Aid Kit Mailing

Quarterly reporting on:

- Gender
- Age
- Presence of Children
- Income
 - 82% of respondents have income above \$50k
- Move Distance
 - 80% of respondents relocated more than 100 miles



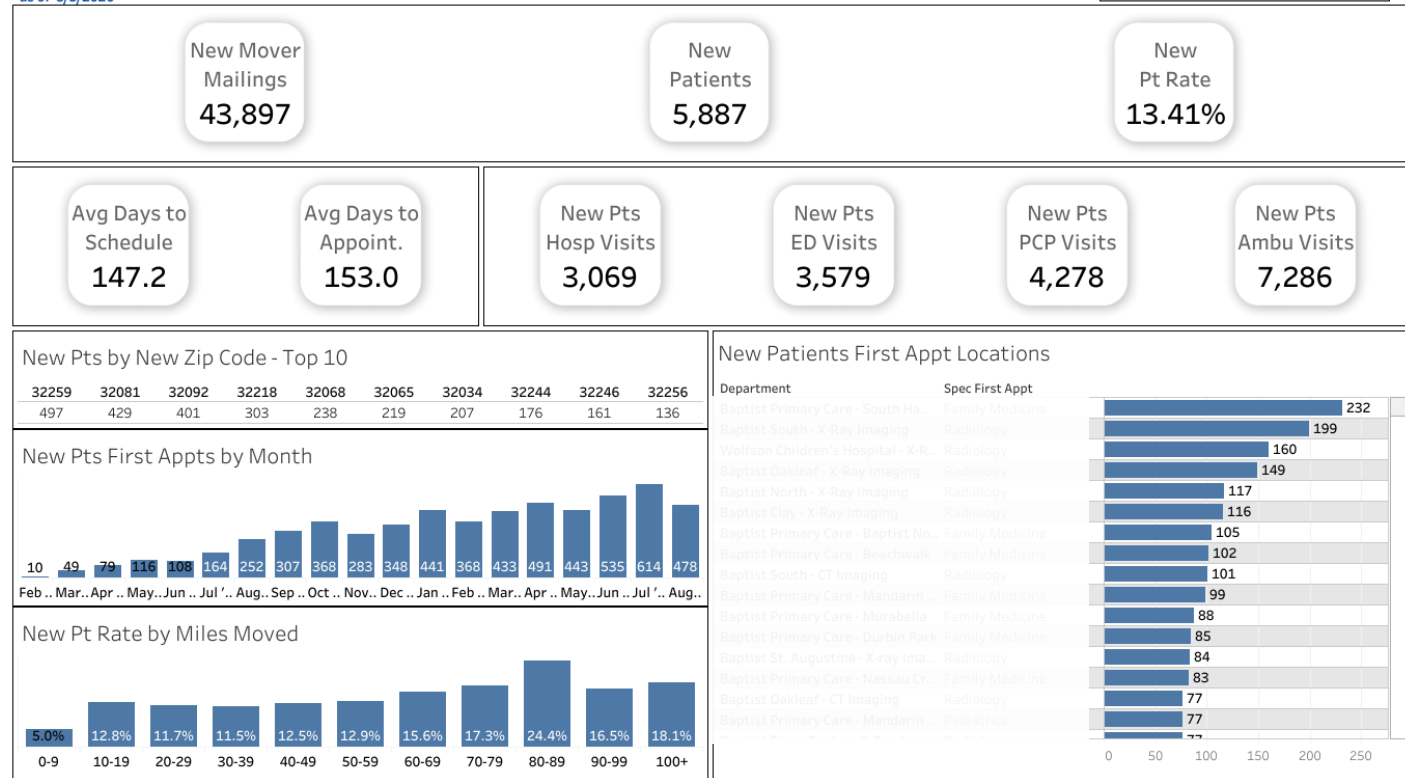
Measuring Return on Investment

- First measure is “response” to first aid kit offer (6%)
- Acknowledge that engagement is more than returning a response form
- True value is new households connecting with the system
 - Primary Care (Core Message)
 - Urgent Care (Opportunity)
 - Emergency Care
 - Ambulatory Care
 - Inpatient Care
- Apply financial values to new patients for true ROI

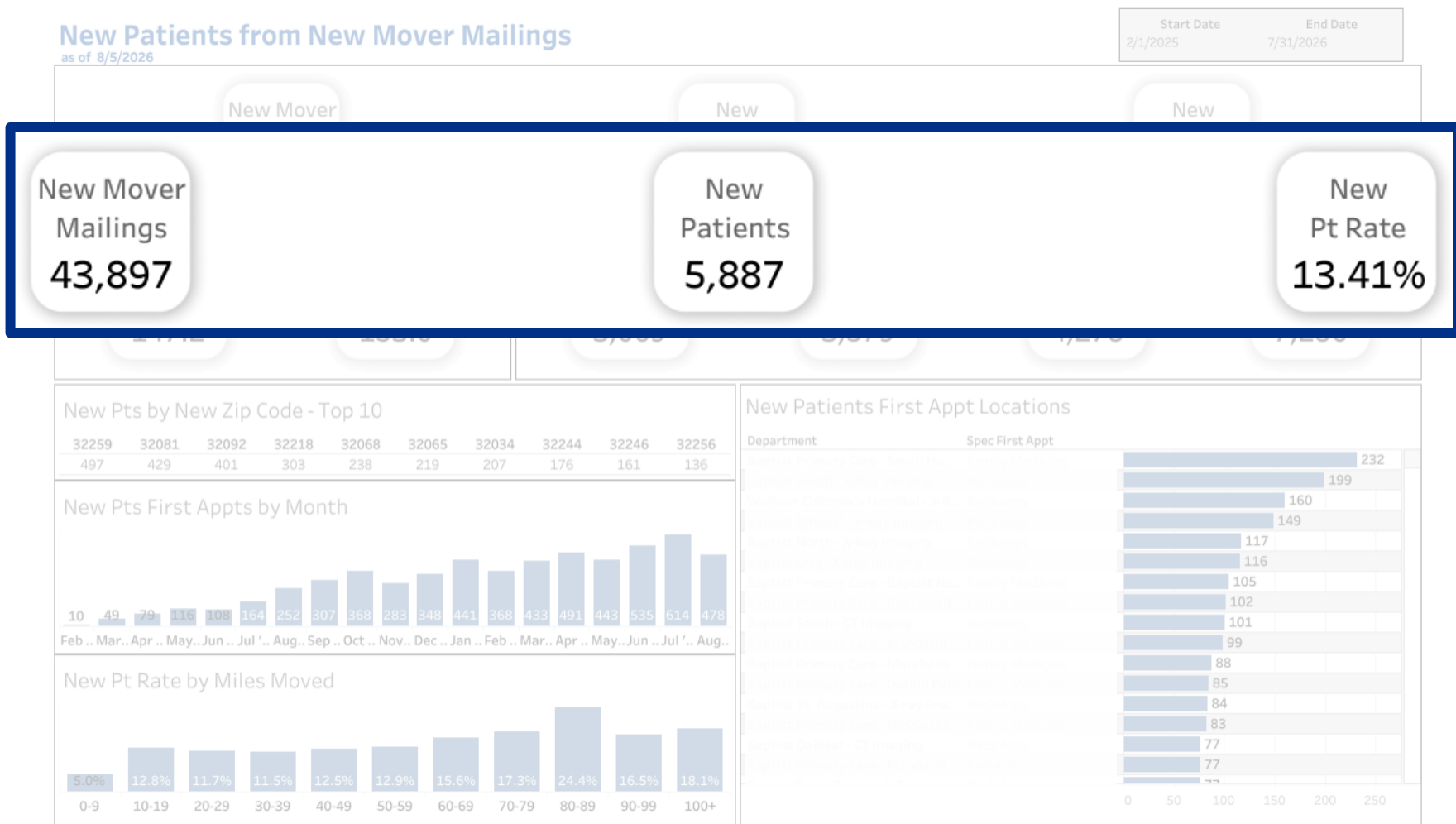
New Patients from New Mover Mailings as of 8/5/2026

Start Date
2/1/2025

End Date
7/31/2026



Measuring Return on Investment



vs. 6%
“Response”
Rate

Measuring Return on Investment

New Patients from New Mover Mailings
as of 8/5/2026

Start Date
2/1/2025

End Date
7/31/2026

New Mover

New

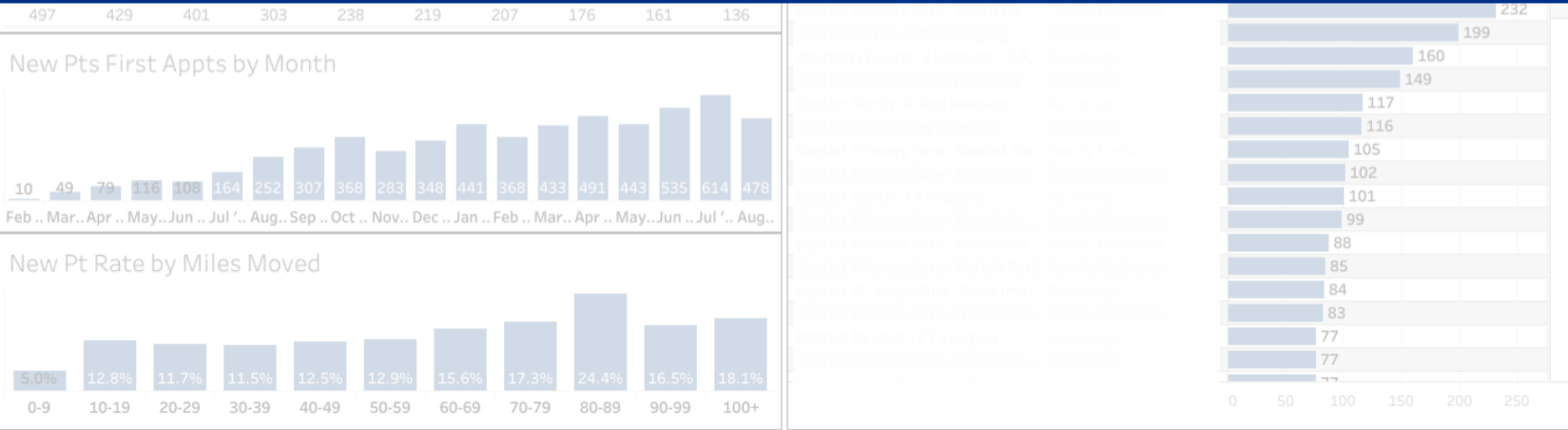
New

New Pts
Hosp Visits
3,069

New Pts
ED Visits
3,579

New Pts
PCP Visits
4,278

New Pts
Ambu Visits
7,286



Measuring Return on Investment

New Patients from New Mover Mailings

as of 8/5/2026

Start Date
2/1/2025

End Date
7/31/2026

New Mover
Mailings
43,899

New
Patients

New
Pt Rate
.41%

Avg Days to
Schedule
147.2

Avg Days to
Schedule
147.2

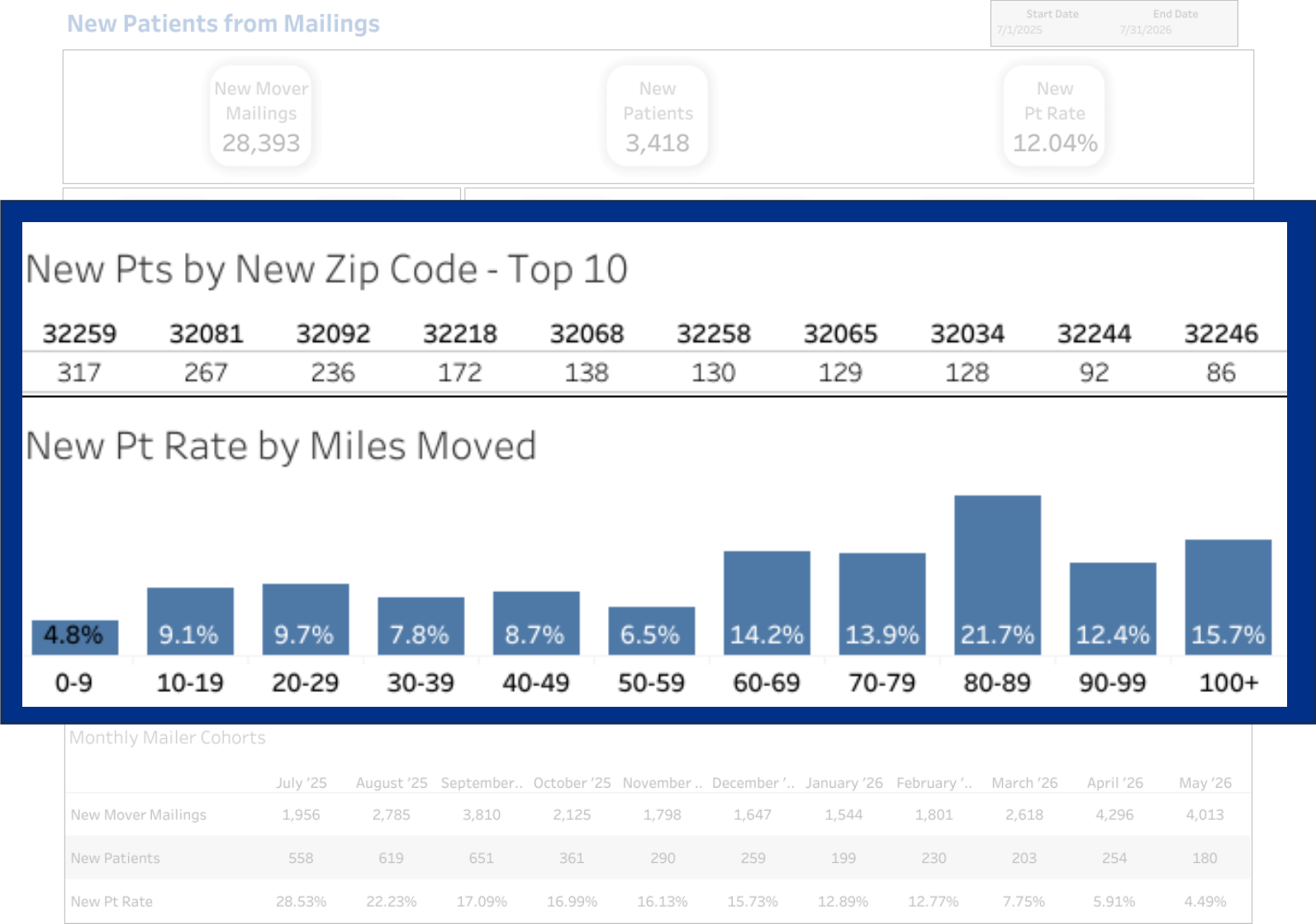
Avg Days to
Appoint.
153.0

New Pts
Ambu Visits
7,286

New Pts by New Zip Code

32259	32081	32092	32211	32091	32093	32094	32095	32096	32097	32098	32099	32101	32102	32103	32104	32105	32106	32107	32108	32109	32110	32111	32112	32113	32114	32115	32116	32117	32118	32119	32120	32121	32122	32123	32124	32125	32126	32127	32128	32129	32130	32131	32132	32133	32134	32135	32136	32137	32138	32139	32140	32141	32142	32143	32144	32145	32146	32147	32148	32149	32150	32151	32152	32153	32154	32155	32156	32157	32158	32159	32160	32161	32162	32163	32164	32165	32166	32167	32168	32169	32170	32171	32172	32173	32174	32175	32176	32177	32178	32179	32180	32181	32182	32183	32184	32185	32186	32187	32188	32189	32190	32191	32192	32193	32194	32195	32196	32197	32198	32199	32200	32201	32202	32203	32204	32205	32206	32207	32208	32209	32210	32211	32212	32213	32214	32215	32216	32217	32218	32219	32220	32221	32222	32223	32224	32225	32226	32227	32228	32229	32230	32231	32232	32233	32234	32235	32236	32237	32238	32239	32240	32241	32242	32243	32244	32245	32246	32247	32248	32249	32250	32251	32252	32253	32254	32255	32256	32257	32258	32259	32260	32261	32262	32263	32264	32265	32266	32267	32268	32269	32270	32271	32272	32273	32274	32275	32276	32277	32278	32279	32280	32281	32282	32283	32284	32285	32286	32287	32288	32289	32290	32291	32292	32293	32294	32295	32296	32297	32298	32299	32300	32301	32302	32303	32304	32305	32306	32307	32308	32309	32310	32311	32312	32313	32314	32315	32316	32317	32318	32319	32320	32321	32322	32323	32324	32325	32326	32327	32328	32329	32330	32331	32332	32333	32334	32335	32336	32337	32338	32339	32340	32341	32342	32343	32344	32345	32346	32347	32348	32349	32350	32351	32352	32353	32354	32355	32356	32357	32358	32359	32360	32361	32362	32363	32364	32365	32366	32367	32368	32369	32370	32371	32372	32373	32374	32375	32376	32377	32378	32379	32380	32381	32382	32383	32384	32385	32386	32387	32388	32389	32390	32391	32392	32393	32394	32395	32396	32397	32398	32399	32400	32401	32402	32403	32404	32405	32406	32407	32408	32409	32410	32411	32412	32413	32414	32415	32416	32417	32418	32419	32420	32421	32422	32423	32424	32425	32426	32427	32428	32429	32430	32431	32432	32433	32434	32435	32436	32437	32438	32439	32440	32441	32442	32443	32444	32445	32446	32447	32448	32449	32450	32451	32452	32453	32454	32455	32456	32457	32458	32459	32460	32461	32462	32463	32464	32465	32466	32467	32468	32469	32470	32471	32472	32473	32474	32475	32476	32477	32478	32479	32480	32481	32482	32483	32484	32485	32486	32487	32488	32489	32490	32491	32492	32493	32494	32495	32496	32497	32498	32499	32500	32501	32502	32503	32504	32505	32506	32507	32508	32509	32510	32511	32512	32513	32514	32515	32516	32517	32518	32519	32520	32521	32522	32523	32524	32525	32526	32527	32528	32529	32530	32531	32532	32533	32534	32535	32536	32537	32538	32539	32540	32541	32542	32543	32544	32545	32546	32547	32548	32549	32550	32551	32552	32553	32554	32555	32556	32557	32558	32559	32560	32561	32562	32563	32564	32565	32566	32567	32568	32569	32570	32571	32572	32573	32574	32575	32576	32577	32578	32579	32580	32581	32582	32583	32584	32585	32586	32587	32588	32589	32590	32591	32592	32593	32594	32595	32596	32597	32598	32599	32600	32601	32602	32603	32604	32605	32606	32607	32608	32609	32610	32611	32612	32613	32614	32615	32616	32617	32618	32619	32620	32621	32622	32623	32624	32625	32626	32627	32628	32629	32630	32631	32632	32633	32634	32635	32636	32637	32638	32639	32640	32641	32642	32643	32644	32645	32646	32647	32648	32649	32650	32651	32652	32653	32654	32655	32656	32657	32658	32659	32660	32661	32662	32663	32664	32665	32666	32667	32668	32669	32670	32671	32672	32673	32674	32675	32676	32677	32678	32679	32680	32681	32682	32683	32684	32685	32686	32687	32688	32689	32690	32691	32692	32693	32694	32695	32696	32697	32698	32699	32700	32701	32702	32703	32704	32705	32706	32707	32708	32709	32710	32711	32712	32713	32714	32715	32716	32717	32718	32719	32720	32721	32722	32723	32724	32725	32726	32727	32728	32729	32730	32731	32732	32733	32734	32735	32736	32737	32738	32739	32740	32741	32742	32743	32744	32745	32746	32747	32748	32749	32750	32751	32752	32753	32754	32755	32756	32757	32758	32759	32760	32761	32762	32763	32764	32765	32766	32767	32768	32769	32770	32771	32772	32773	32774	32775	32776	32777	32778	32779	32780	32781	32782	32783	32784	32785	32786	32787	32788	32789	32790	32791	32792	32793	32794	32795	32796	32797	32798	32799	32800	32801	32802	32803	32804	32805	32806	32807	32808	32809	32810	32811	32812	32813	32814	32815	32816	32817	32818	32819	32820	32821	32822	32823	32824	32825	32826	32827	32828	32829	32830	32831	32832	32833	32834	32835	32836	32837	32838	32839	32840	32841	32842	32843	32844	32845	32846	32847	32848	32849	32850	32851	32852	32853	32854	32855	32856	32857	32858	32859	32860	32861	32862	32863	32864	32865	32866	32867	32868	32869	32870	32871	32872	32873	32874	32875	32876	32877	32878	32879	32880	32881	32882	32883	32884	32885	32886	32887	32888	32889	32890	32891	32892	32893	32894	32895	32896	32897	32898	32899	32900	32901	32902	32903	32904	32905	32906	32907	32908	32909	32910	32911	32912	32913	32914	32915	32916	32917	32918	32919	32920	32921	32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Measuring Return on Investment



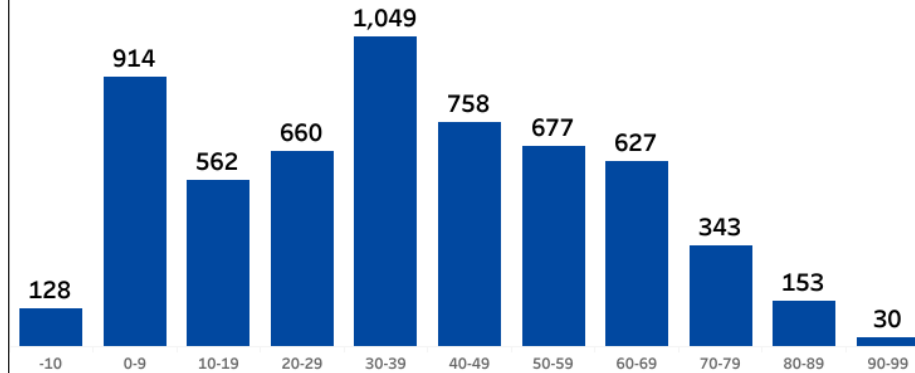
Measuring Return on Investment: 18-Month View

New Patient Demographics as of 8/5/2026

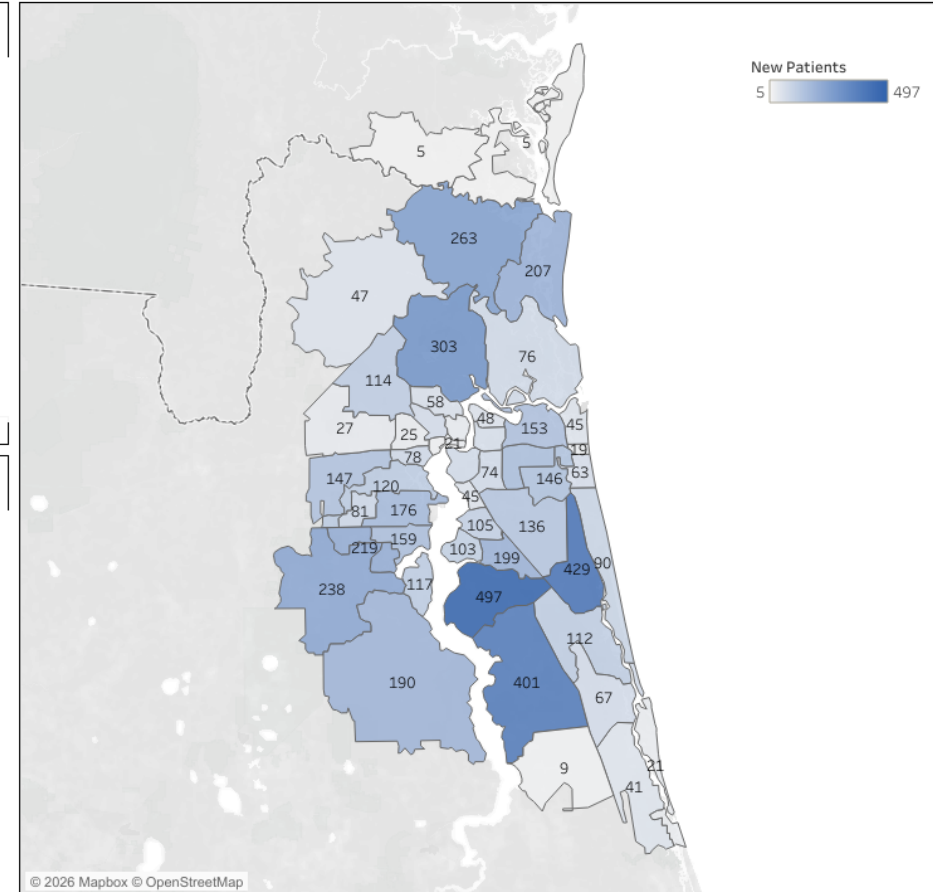
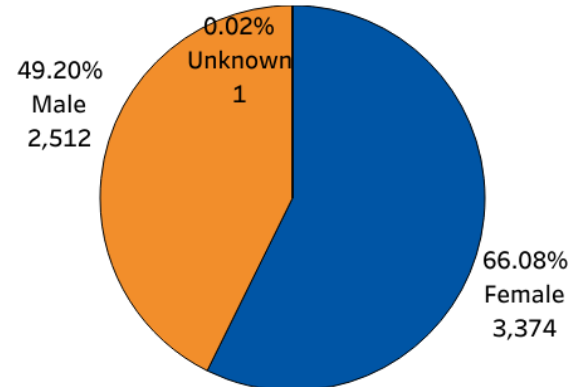
Start Date
2/1/2025

End Date
7/31/2026

New Patient Ages



New Patient Gender



Three Key Take-Aways

- New Mover campaigns can drive new patient acquisition and significant ROI.
- Variable digital printing, custom mapping, personalized landing pages and digital marketing can modernize your New Mover campaign.
- By surrounding each New Mover household with your brand, you increase the amount of time and attention given, helping to earn patient acquisition.

SHSMD26 CONNECTIONS

Health Care Marketing, Strategy & Communications

American Hospital Association Conference
September 27-29 ⚓ Baltimore

Questions?

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

Speaker's Bio



Chad Reece

*Vice President,
Strategy & Planning*

Baptist Health

Chad.reece@bmcjax.com

With a career spanning more than three decades, Chad appreciates the value of strategy and planning for enterprise and marketing. His professional journey began as a market analyst, where he learned the value of building robust knowledge and nurturing meaningful relationships. His experience enabled him to collaborate extensively with marketing teams to identify target audiences, uncover consumer insights, and attract patients.

Chad's education includes an MHA/MBA, equipping him with a blend of business and healthcare acumen. He currently serves on SHSMD's Member Engagement Committee. Driven by curiosity, he thrives on exploring possibilities and synthesizing complex information to "connect the dots."

A love for travel feeds his curiosity and fuels lifelong learning.



Speaker's Bio



Tom Wiser
Vice President
CMPkc

twiser@cmpkc.com

Tom is a veteran of hospital marketing, where he oversaw service line and physician marketing as well as data-driven CRM outreach, including New Mover marketing that led to patient acquisition. He loves to solve problems and help healthcare organizations increase their level of engagement with consumers that leads to direct ROI in key service lines, including primary care, urgent care, emergency, cardiovascular, orthopedics and maternity.

In 2016, he joined Creative Marketing Programs Kansas City (CMPkc), a full-service healthcare marketing firm specializing in direct mail, digital marketing, and database solutions. He works with healthcare marketers to surround target audiences with innovative direct mail and digital marketing that creates a deep level of engagement. He is a long-term SHSMD member, and in 2026, he serves as co-chair of SHSMD's Member Engagement Committee.

He is widely known as a Kansas City Chiefs fan and enjoys fly fishing in Northern Arkansas.

