

# The Agile Patient Journey Customer Case Study

Generating an over 25% conversion  
rate and real return on investment  
with automated marketing



## SOLUTION OVERVIEW

### Proprietary Agile Patient Journey Approach

The campaign was deployed using KORCOMPTEZ's proprietary Agile Patient Journey methodology, leveraging a streamlined approach to acquire new patients quickly and efficiently.




### Key Systems + Interactive Content

<https://Targeted Microsite>

- > 3 - Questions Quiz
- > Seminar Registration
- > Downloadable Content
- > E-newsletter Sign-up Form

Drupal CMS with custom controls for the quiz module and supporting BMI calculator

 **Marketing Automation Platform**

- > Information Seeker
- > Weight Loss Center Candidate
- > Possible Surgical Candidate
- > Likely Surgical Candidate

Mautic Open Marketing Cloud with 4 targeted email tracks including 5 emails per track

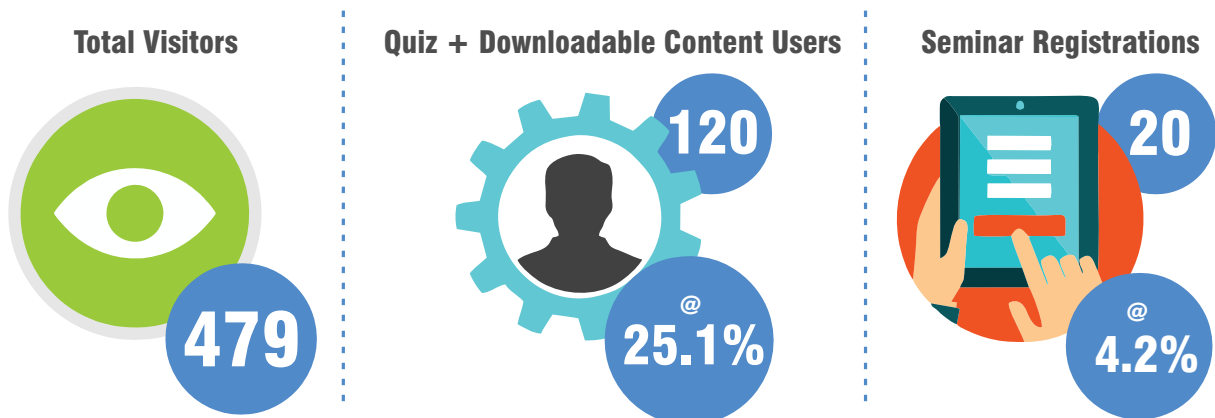
## Audiences + Marketing Channels

Specialty Area	Target Audiences	Duration of Initial Campaign	Digital Marketing Techniques
Bariatric Surgery and Weight Loss Services	Females age 25 and over in a metropolitan and suburban area	90 days	Facebook Advertising*

\*SEM campaign planned to begin approximately 14 weeks after launch

## Real World Results

The campaign generated immediate return on investment and conversions with 12.3% of visitors from Facebook converting in the first week. The numbers steadily improved to 17.5% in the first month and 25.1% aggregate over a three-month period with 31.5% of Facebook visitors converting in the third month.



## Conversion Sources

Conversions were spread across the various content types with the quiz being by far the most popular item, engaging 104 users over the span. The old-fashioned sign up can still work as well; 1.3% of users registered for a general mailing list.

### Document Downloads



### Quiz Taken



### Seminar Registrations



## Patient Journey Track Assignments

Visitors were assigned to a track based on their quiz results and/or BMI score, representing a significant acquisition opportunity across both surgical and non-surgical weight loss. Information seekers represent users who did not take the quiz or calculate their BMI; the automated campaign directs them back to the site for the quiz and the percentage of likely and possible candidates has increased over time.

### Track /Percentage

5.6%

Possible Candidate

9.2%

Likely Candidate

3.5%

Information Seeker

5.6%

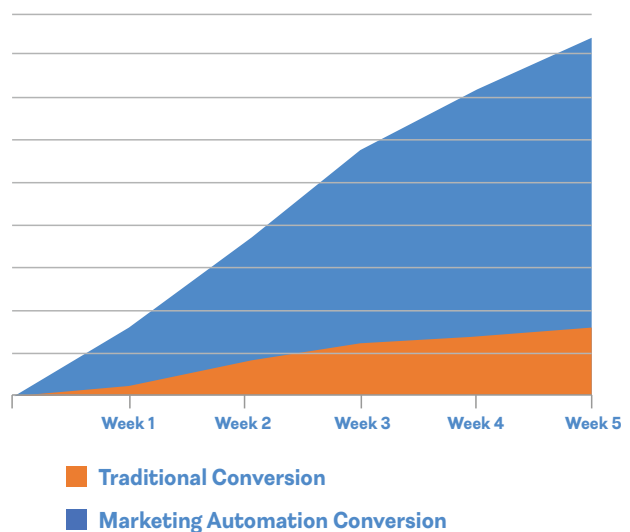
Weight Loss Center

## Multi-dimensional Benefits

The combination of interactive content to triage and assign potential patients, downloadable materials, and automated marketing generated substantial benefits over traditional seminar-only conversions.

### Redefining a Conversion

The patient journey approach captured 5x more users than traditional conversions



## The Agile Approach is Ready for What Comes Next

A key concept underpinning our proprietary Agile Approach to Patient Journeys is focusing on discrete goals and enhancing the program in future iterations. The results above represent the substantial benefits from the first phase, but improvements were in planning almost immediately after launch.








### Additional Patient Journey Tracks

The scalable and flexible architecture of the marketing automation platform, Mautic Open Marketing Cloud, can support the addition of new and modified campaigns at any time, and additional campaigns are being added to target probable/likely surgical visitors with incentives to register for a seminar as well as promoting the dietary and fitness regimen for non-surgical users.

### Full Digital Marketing Campaigns

The success of phase 1 has prompted the organization to redirect all digital marketing dollars to the patient journey campaign. This includes Google and Bing, plus retargeted, and is anticipated to generate almost 5x the amount of traffic. The combination of Drupal and Mautic, two open source, enterprise solutions, will provide the scalability and reliability to meet the traffic demands.

## Translation for Your Organization

 Improved Targeting	 Automated Follow Up	 Triage Potential Patients
 Better Conversion Rate	 Reduced Cost Per Acquisition	 Robust ROI Calculations
	 Ongoing improvements to Maximize Return	

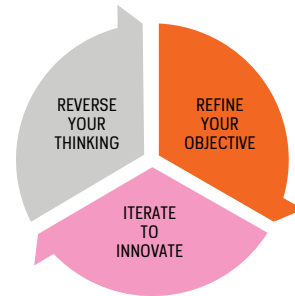
## About the Agile Approach

KORCOMPTENZ's proprietary agile methodology focuses on positive outcomes and leverages a human-centered approach to solution design that balances both quantitative and qualitative criteria.

Immersion in business needs and expected outcomes

Ideation and imagination around achieving goals

Implementation based on the optimal ideas and opportunities



### RESPECTED INDUSTRY RECOGNITION

The Agile Approach has been covered at leading conferences and is supported in joint marketing by best-in-class platform providers.



## About KORCOMPTENZ

KORCOMPTENZ is your total technology transformation partner, helping you engage your customers and prospects, enable your business, and accelerate your results. Request a consultation to learn more about our web and marketing technology services, business management solutions, mobile apps and custom development, and infrastructure management services.

[Request a consultation](#)



[www.korcomptenz.com](http://www.korcomptenz.com)

100 Valley Road, Suite 102  
Mount Arlington, New Jersey 07856  
United States  
1-973-601-8770

**DISCLAIMER:** The content provided in this document is intended solely for general information purposes. The content was compiled with reasonable care and attention at the time of its release. However, it is possible that some information in this document is incomplete, incorrect, out-dated, or inapplicable to particular circumstances or conditions. KORCOMPTENZ does not accept liability for direct or indirect losses resulting from using, relying or acting upon information in this document.

This document may contain logos, trademarks, service marks or other insignia owned by third party organizations. The use of any such items does not constitute an endorsement, sponsorship, or any formal association with the respective owner. The respective owner retains all rights and title to their intellectual property.