



Community Hospital Anonymous Case Study

Our Goals

MLive Media Group partnered with a community hospital to achieve two goals. These goals were refined from larger initiatives into measurable, incremental changes that could be tracked historically as well as into the future.

Goal 1 - 7% REVENUE INCREASE ACROSS KEY SERVICE LINES*

Goal 2 - INCREASED RETENTION OF EMPLOYEES WITH LESS THAN 2 YEARS' TENURE

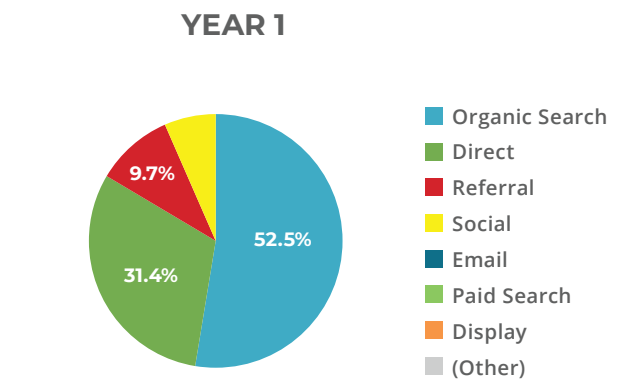
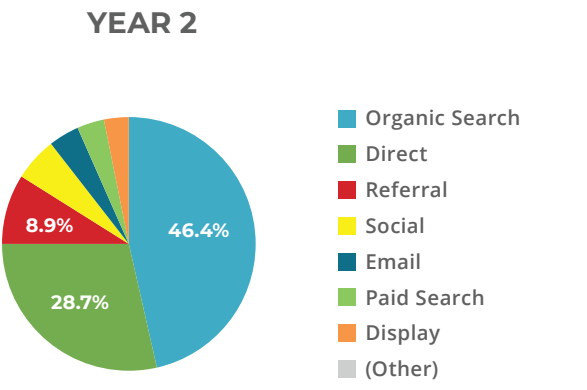
**AS MEASURED IN PART BY RELATIVE VALUE UNITS (WRVU'S)*



Website Highlights

Having established a holistic marketing effort across all channels and services of the hospital, in the first seven months of the campaign dramatic changes were visible. Large increases in both organic search and direct traffic were felt throughout the organization, and the mix of traffic generation far more healthy (diverse) that the previous year.

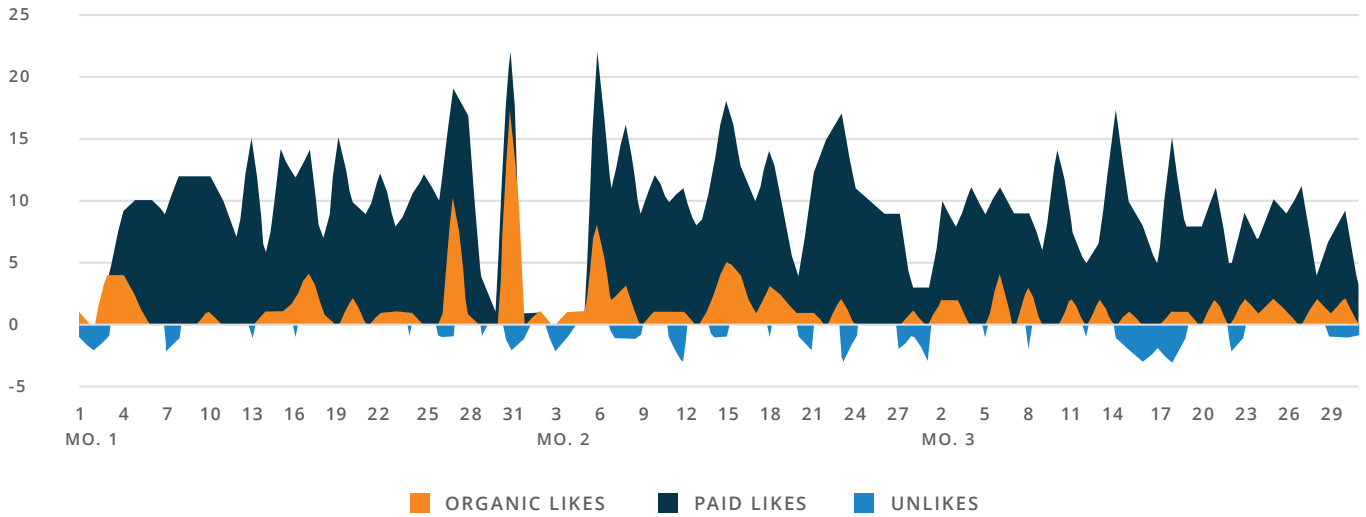
DEFAULT CHANNEL GROUPING	SESSIONS	NEW SESSIONS	NEW USERS	BOUNCE RATE	PAGES/SESSIONS
	42.75% ▲ 220,992 vs 154,814	16.90% ▲ 50.28% vs 43.01%	66.87% ▲ 111,108 vs 66,583	13.32% ▼ 51.13% vs 45.12%	3.62% ▲ 2.64 vs 2.55
1. ORGANIC SEARCH					
Year 2	102,521 (46.39%)	51.00%	52,281 (47.05%)	45.90%	2.60
Year 1	81,655 (52.74%)	48.93%	39,953 (60.00%)	38.78%	2.78
% Change	25.55%	4.22%	30.86%	18.36%	-6.35%
2. DIRECT					
Year 2	63,405 (28.69%)	48.19%	30,556 (27.50%)	45.90%	3.28
Year 1	48,559 (31.37%)	32.42%	15,741 (23.64%)	38.78%	2.36
% Change	30.57%	48.67%	94.12%	-2.87%	38.74%



Social Media Highlights - YTD

The Social Media Space offered additional insights. Total fans increased by nearly 24% in the first four months of year two. Promoted posts and other paid social media took hold, generating 722 new fans over the same period.

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS

	TOTALS
Total Fans	4,165
Paid Likes	722
Organic Likes	126
Unlikes	64
Net Likes	784

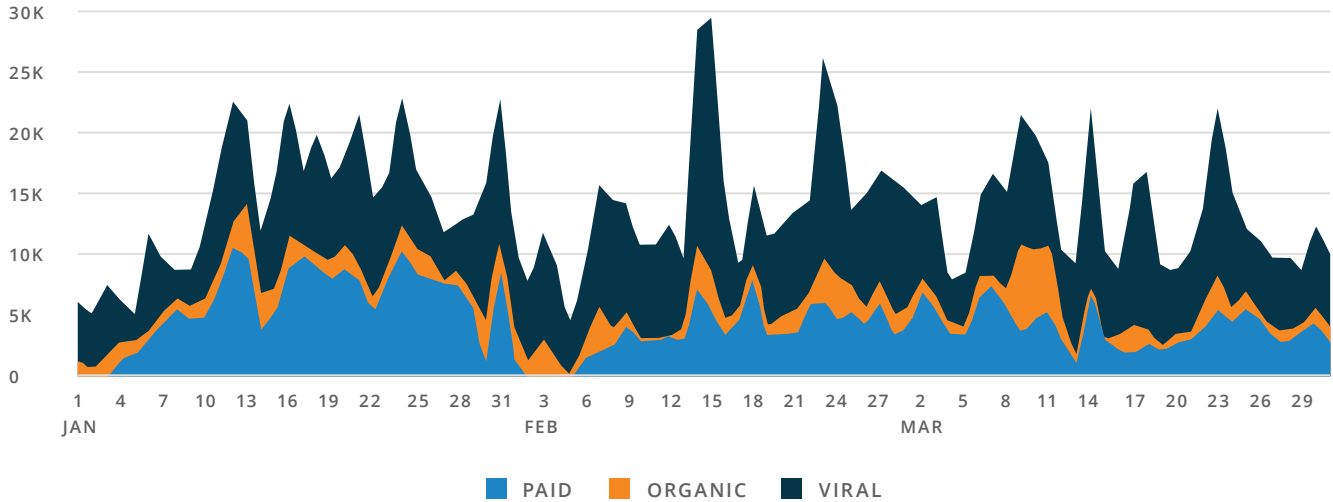
Total Fans Increased
by
23.9%
since previous date range



Social Media Highlights - YTD

Similarly, impressions were dramatically increased, growing by 34% and achieving more than 1.2 million impressions and almost 700,000 unique users.

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS

	TOTALS
Organic Impressions	148,30
Viral Impressions	708,021
Paid Impressions	403,554
Total Impressions	1,259,935
Users Reached	697,426

Total Impressions Increased
by

▲ 34.0%

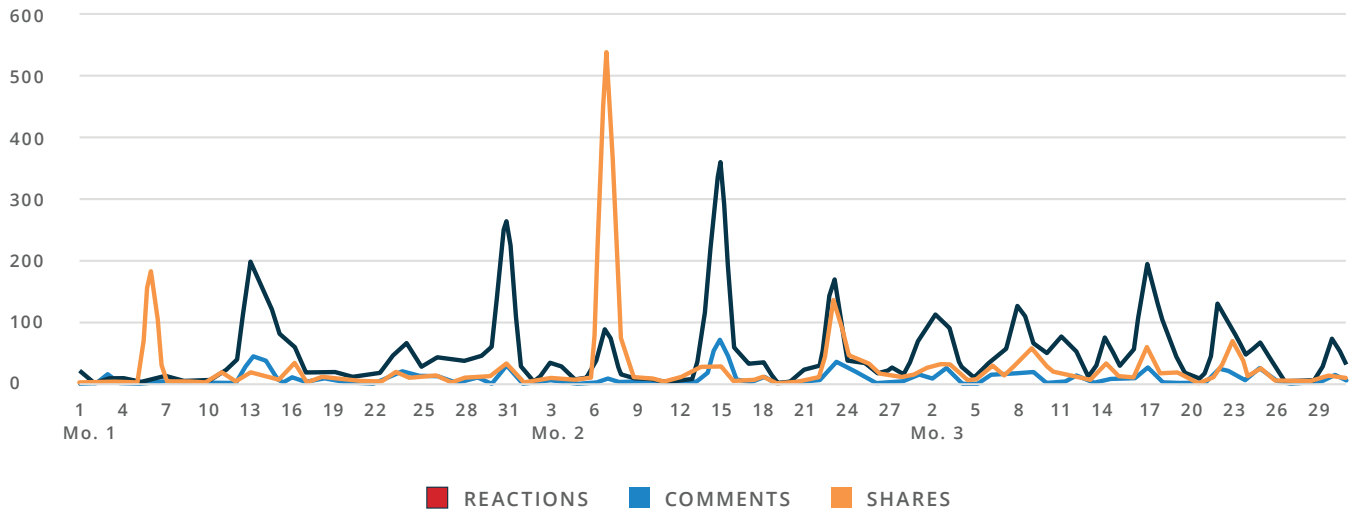
since previous date range



Social Media Highlights - YTD

A regular cadence of engagements began to emerge. The most valuable of the social media highlights, engagements increased by more than 60% in three months.

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS

	TOTALS
Reaction Metrics	4,202
Comments	648
Shares	1,993
Total Engagements	6,843

Total Engagements Increased
by
▲ 63.7%
since previous date range

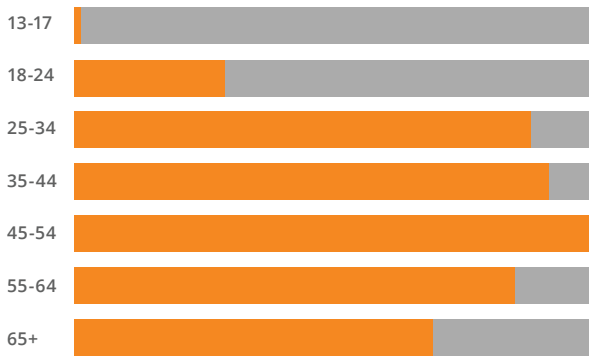


Social Media Highlights - YTD

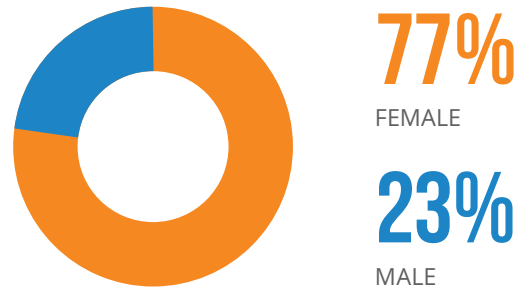
DEMOGRAPHICS

PAGEFANS	PEOPLE REACHED	PEOPLE ENGAGED
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BY AGE



BY GENDER

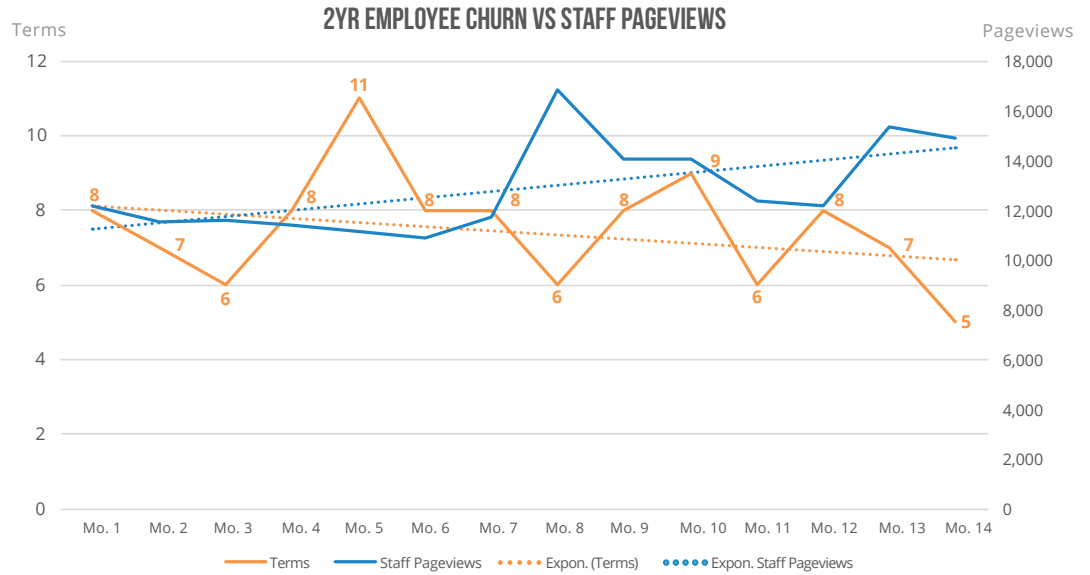


Women between the ages of 45-54 appear to be the leading force among your fans.



Internal Results

One of our main goals was to reduce employee churn. This would result in stabilizing the labor base over time, and creating cohesion across the patient experience journey. Shown here, the dotted lines indicate trend lines (medians) as well as the correlation between communications to staff (pageviews of staff related content) and the reduction in turnover. While not a single factor, it is most certainly influential.



Service Line Results

Shown here, specific performance in service lines, alongside the pageviews relative to these areas. A 90.41% increase in traffic within these sections of the site led to a growth of 20.31% in wRVU's for those same areas.

DEPARTMENT	wRVU's			PAGEVIEWS		
	ACTUAL	PRIOR YEAR	% DIFF	YEAR 2	PRIOR YEAR	% DIFF
Total General Surgery	3,030	1,952	55.28%	3,784	2,572	47.12%
Total Urgent Care	1,160	1,032	12.42%	3,706	3,027	22.43%
Total Ortho	4,969	3,825	29.91%	10,640	3,418	211.29%
Total Neuro	1,934	1,815	6.54%	10,844	7,933	36.69%
Total Ent	1,182	967	22.26%	4,211	885	375.82%
Total Gen Medicine	28,277	24,115	17.26%	20,080	10,139	98.05%
TOTALS:	40,554	33,707	20.31%	53,265	27,974	90.41%

wRVU: Medicare pays physicians for services based on submission of a claim using one or more specific CPT® codes. Each CPT® code has a Relative Value Unit (wRVU) assigned to it which, when multiplied by the conversion factor (CF) and a geographical adjustment (GPCI), creates the compensation level for a particular service.

