

CASE STUDY

# Supercharging Bariatrics Marketing with Propensity Models

Relationship-focused outreach powered by Actium Health CENTARI™ drove over \$3 Million in new revenue

KEY OUTCOMES



Supercharged patient activation using machine learning from local data

CENTARI™ unlocked insights in the EHR to activate existing patients, driving them to re-engage and access new services



AI-powered propensity models

Patient target lists were selected based on level of risk and likelihood of activation, leading to more successful campaigns



Lives impacted

Patients made 8,500 new appointments in areas ranging from primary care to bariatrics

# Identifying and Connecting with the Right Patients

Bariatric surgery is the most effective and long-lasting treatment for severe obesity, but less than one percent of the eligible population undergo the weight loss surgery. Virtua Health, the largest health system in South Jersey with 400+ locations, needed a strategy to boost bariatric volume and connect with patients long-term. They had the opportunity to improve multiple diseases for their patients through the surgery including Type 2 diabetes, heart disease, hypertension, sleep apnea, and certain cancers.

However, they faced multiple challenges:

- Patient data was siloed and hard to access, making identifying the right patients difficult
- Measurement, reporting, and attribution tools were in beginning stages
- Digital acquisition efforts focused externally were insufficient

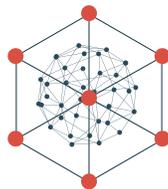
## The CENTARI™ Approach

Virtua Health wanted to identify patients who might need bariatric surgery as an option while providing multiple educational tools and resources related to weight loss and healthy living in general. They began to work with Actium Health to unlock insights in their patient data and develop a prioritized target list based on their unique patient base. They didn't ask for weight loss information, but rather predicted patient interest based on multiple variables in Virtua Health's various datasets.

### 1 Connect



### 2 Predict



### 3 Prioritize



**JULIANA SANTOS**  
66 (F)  
PCP: Kylie Marlowe MD  
Location: Mount Holly



### 4 Activate



AI models connected to Virtua Health's various patient datasets and trained on their unique patient data.

These tailored AI models uncovered hidden correlations to identify and predict patient needs, preferences, risks, and activation potential related to bariatric surgery.

Outreach was prioritized and accelerated in order to optimize patient volume according to Virtua Health's goals.

Seamless channel integration fostered hyper-targeted outreach with automated capacity sensing and reporting metrics.

# How Virtua Health's Bariatrics Marketing Delivered \$3 Million in Revenue

Virtua Health saw fast results. They secured exponentially more appointments by activating their existing patients than they did through external outreach campaigns.

## CENTARI™ MODELS LED TO

# 30%

email open rate

# 8,500

appointments  
scheduled across  
multiple service areas

# 470

bariatric surgeries  
performed

# \$3M+

in revenue directly attributed  
to the bariatric campaign

Because Virtua Health was able to identify the right target patient list – patients who would benefit from the educational materials and resources they offered – they experienced high engagement in their campaign with a 30% open rate, nearly 40% higher than industry average.<sup>1</sup>

They opened a direct line of communication with their patients to engage with the health system through educational tools and resources like free learning webinars. This helped them strengthen the relationships with their patients, especially for those not interested in services immediately.

Their highly accurate patient prioritization meant that many patients targeted were, in fact, immediately interested in services, leading the campaign to experience dramatic results. Over 8,500 appointments can be attributed to this bariatric campaign – appointments in areas ranging from bariatrics to pulmonology, nutrition, and primary care – getting patients through their doors for needed visits.

Virtua Health also experienced a 53% increase in new patient appointments, connecting patients to new service lines within their system. Furthermore, CENTARI™ was able to take the guesswork out of the campaign, automating non-responder outreach to boost leads by 31%.



<sup>1</sup> 2022 Email Marketing Statistics and Benchmarks by Industry, Intuit mailchimp: 21.7% average medical email open rate, available at: <https://mailchimp.com/resources/email-marketing-benchmarks/>

## Building Lifetime Relationships with Patients

Virtua Health's patient activation strategy is always-on. They use CENTARI™ for various campaigns so they are consistently nurturing and reactivating their patient population.

Actium Health works with other health systems across the country, like Virtua Health, to –

- Unlock insights in existing patient data
- Develop prioritized patient target lists
- Deliver patient communications that maximize engagement
- Automatically throttle communications to ensure appointments are only offered when there is capacity
- Track conversion and campaign attribution

**“Working with Actium Health didn’t help us meet our marketing goals, it helped us redefine them. Now, we reach the right patients, at the right time, driving them to the care they want and need while developing a lifetime relationship with our existing patients.”**

**RYAN YOUNGER** – VP of Marketing, Virtua Health



## Where Others See Patient Data, Actium Health Sees Human Potential

Learn how fast Actium Health can transform your healthcare system at: [actiumhealth.com](https://actiumhealth.com)  
or email [sales@actiumhealth.com](mailto:sales@actiumhealth.com) to request a demo.