actium

CASE STUDY

Predictive Power Pays Dividends for Virtua Health

How the health system improved lives and financials by identifying their highest risk patients with Actium Health

KEY OUTCOMES

Highly Accurate Audiences

Virtua Health prioritized high-risk patients in key service lines using existing EHR data and AI models.

Preventive Care Boost

Campaigns led to over 10,000 primary and preventive care appointments over three years in addition to 15,000+ appointments in other service lines.

Millions in New Revenue

Appointments directly led to more than $25,000,000 in revenue for the health system annually.

Thriving In a Crowded Market

Virtua Health is a large health system based in southern New Jersey. With over 400 locations, 5 hospitals, and 14,000 staff, it's one of the top 50 healthcare brands in the country. It's also part of a crowded healthcare market in the region. As their competitors launched expensive marketing campaigns to attract new patients, Virtua Health aimed to rise above the marketing noise.

The health system had 3 key goals with its strategic patient outreach:

1. Identify the highest-risk patients who were likely to engage in care.
2. Activate its existing patient base to increase access to necessary care.
3. Drive revenue in priority service lines.

The Actium Health Approach

In order to take a more strategic approach to patient outreach, Virtua Health decided to work with Actium Health to identify high-risk patients in 11 priority service lines including cardiovascular, women's health and orthopedics. The health system leveraged Actium Health's predictive AI models to unlock insights in its EHR data and generate highly targeted audiences for its campaigns.

Actium Health powered Virtua Health's campaigns through a four-step approach:

1. **Connect:** AI models connected to Virtua Health's various patient datasets and trained on their unique patient data.
2. **Predict:** These tailored AI models uncovered hidden correlations to identify and predict patient needs, preferences, risks, and activation potential.
3. **Prioritize:** Outreach was prioritized and throttled to optimize patient volume according to Virtua Health's goals.
4. **Activate:** Seamless channel integration fostered hyper-targeted outreach with capacity awareness and reporting metrics.

Advanced Targeting Yields Millions in Revenue

By leveraging the power of its patient data along with Actium Health's sophisticated AI models, Virtua Health was able to yield millions in revenue and impact the lives of tens of thousands of its patients.

Key Campaign Findings

- **High scheduled to completed rate**
- **Engagement through education**
- **Effective communication, not over-communication**
- **Outreach based on capacity**

CAMPAIGN RESULTS

>25K
new patient appointments in four years

66%
of appointments led to procedures

Millions
in direct revenue attribution

>21x
ROI

Continuing the Evolution of Patient Outreach

Virtua Health has tapped into a key differentiator for its system – providing patients with highly relevant messaging, driving them to needed care, and generating substantial revenue. Going forward, the health system plans to expand on this strategy to:

- Further position it as a leader in its region, attracting new patients and retaining its current base.
- Identify new campaigns and drive growth in additional service lines with new AI models.

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

- Unlock insights in existing patient data.
- Develop prioritized, high-risk patient audiences.
- Deliver patient communications that maximize engagement.
- Automatically throttle communications to match capacity.
- Track conversion and campaign attribution.

Where Others See Patient Data,
Actium Health Sees Human Potential

Learn how fast Actium Health can transform your healthcare system at actiumhealth.com or email sales@actiumhealth.com to request a demo.