



**Client:** Norton Healthcare in Louisville, Kentucky has over 40 clinics and hospitals including five hospitals, seven outpatient centers, 12 care centers, and 654 employed medical providers with almost 2,000 physicians.

## Challenge:

New patient acquisition is important to the long-term success of this hospital system.

## Solution:

- List acquisition and qualifications: limited to eight key counties where new movers originated from outside these counties, thus prequalifying mailing recipients. Refine the list further by determining new mover proximity to three facilities, then to two healthcare facilities until the optimal number of new resident mailing records was compiled.
- To test response rates between offers, we used the newly compiled mailing list, with every nth name selected to create a random A/B split with the A group receiving no offer and the B group receiving the complimentary first aid kit offer.
- To ensure the highest rate of return, HighNote overlaid their HyprMail Digital Amplification Services that includes mail tracking, informed delivery, social media matching, social media follow-up, smart targeting of Google ads, and lead matching. **Contact HighNote for more details on HyprMail results.**

## Project Details:

**Timing:** Mailed monthly (30-day new movers), June through October.

**Quantity:** 6000 pieces total mailed in A and B Groups.

**Differences:** Group A mailer had no giveaway offer.

Group B included the first aid kit offer and was trackable by phone number.

**Package:** Oversized full color postcard mailed to each group with the only difference being the offer. Creative was developed that was concise and presented different types of services offered by Norton Healthcare in order of importance.

\*First aid kits fulfilled by HighNote.

## Next Steps:

Client has determined the campaign is a success and will continue the campaign with an increase in quantity.

## Objective:

HighNote was tasked with the development of an ongoing new patient acquisition program to constantly feed new patients into the facilities in the Norton Healthcare system.

## Return on HighNote:

- **Number of new patients—115**
- **25% of new patients becoming high value specialist patients**
- **Immediate ROI\*: 122%**  
\*ROI listed above does not calculate avg. # of years patients stays with practice or avg. # visits per year.
- **Total touches to target audience across all HyprMail channels**
  - **Group A: 141**
  - **Group B: 37**  
\*Benchmark 8-12 touches



*"Our partnership with HighNote greatly increased the efficiency of our New Mover patient acquisition campaign. Within our first year of mailing, we experienced a 3.1% average response rate over a six-month period which prompted us to increase the reach of this campaign."*

## Brittany Wade

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HighNote, a division of The Marek Group, is a woman-owned marketing services company certified by the WBENC that specializes in high performance, data-driven multi-channel direct marketing campaigns and signage.