

BVK Hill Country Memorial

OnDemand Primary Care Campaign

THE PROBLEM

Hill Country Memorial health system needed to build patient volume among their primary care physicians. With two physicians new to the market, building volume quickly was an imperative.

THE CHALLENGE

The volatile roller coaster of COVID-19 has made people hesitant to return to physician's offices as well as hospitals and clinics to get the care they need. It also makes recovery strategies a tough guessing game with shrinking resources.

THE SOLUTION

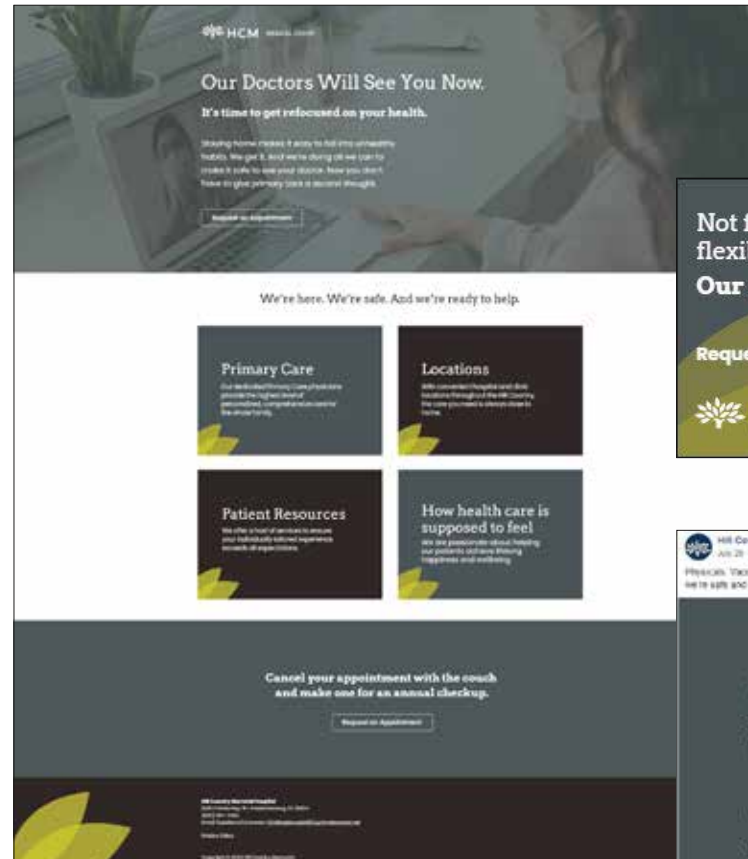
Cost-effective, flexible demand generation that can be turned on and off as we ride the COVID waves in the form of BVKs OnDemand primary care campaign. The campaign messaging reassures consumers and invites them to get the care they need with compelling and impactful messaging customized to the Hill Country Memorial brand. The campaign's media approach was hyper-targeted to key counties supporting the new physician's practices.

THE RESULTS

The primary care campaign went live within two weeks, and after the three-month sprint and total media spend of \$10,000, the campaign delivered:

- **1,300,314 impressions**
- **7,146 website sessions**
- **243 appointment requests**
- **Paid media cost per conversion of \$40.21**
- **Total campaign cost per conversion of \$185.19**

Landing Page



Banner Ad



Social Ad



The BVK team was knowledgeable and very helpful in working with us to bring this new approach to business growth to our market. The results in terms of impressions and traffic driven to our website for appointment requests was encouraging!

— **Amanda Stevens** Chief Strategy Officer and Executive Director, Foundation for HCM