

Low cost retention program grows annual revenue by 19%

Build trust, strengthen your brand, & reduce costs with ESCO's automated patient retention program.

Company: ABC Hearing

Established: 2010

Location: Major Metro Area

Objective:

- Develop brand specific retention strategy to increase patient loyalty
- Reduce marketing and operations costs
- Increase hearing aid revenue

Challenges:

- Customized multi-touch point strategy
- Fully automated letter templates for multiple office locations
- Simple, easy-to-use program for office staff

The ESCO Solution:

- Examine data to Establish touch points
- Produce unique and effective creative content
- Automate secure patient data flow system
- Develop online Storefront for management of program

Significant Results and Benefits:

- Reduced administrative and clerical burden on office staff
- Reduced overall cost of retention program
- Measurable return on investment

Additional benefits:

- Reduced cost of patient engagement
- Guaranteed execution of program
- Reduced dependency on lead gen marketing
- Strengthened brand awareness with custom content
- Reduction of lost patients to missed/canceled appointments

Key Take Aways:

The patient data for this business was compelling enough to tell the story, and concludes that a better understanding of patient sales data is key to longterm success. And also, building marketing costs into the practice early delivers measurable growth.

19%
Revenue Growth
For Less Than
1.2% of
Marketing Spend

Highest Return on Investment
\$133 for every dollar spent

