

## **Automated Retention Program Case Study:**

### **Low cost retention program grows annual revenue by 19%**

Build trust, strengthen your brand, & reduce costs with an automated patient retention program.

#### **Executive Summary**

**ABC Hearing**, home to an award-winning team of Audiologists is located in one of the nation's largest Metro areas. Led by a savvy, business minded doctor of audiology, the team of audiologists at ABC Hearing has delivered 5-star services for nearly 10 years. With a focus on growth, ABC Hearing quickly grew to four full time clinics and several part time locations. Heavily involved with local marketing efforts, a robust acquisition marketing plan, and dozens of large referral sources has helped drive ABC Hearing's annual revenue past 3.5 million dollars.

#### **Introduction**

With new patient acquisition costs increasing year-over-year and third-party payers flooding the market, ABC Hearing realized a need for a robust retention program to lessen the dependence on lead-gen marketing. They wanted messaging to authentically connect them to their patients, help them stand out in a crowded field, increase patient engagement, reduce marketing and operations costs, and ultimately drive a lift in sales.

The task at hand: continue to establish ABC Hearing's strong commitment to patient trust and care with a fresh, efficient, and trackable patient retention program.

#### **Insights & Challenges**

To develop a retention program, we started by analyzing patient data, looking at several key metrics; specifically hearing aid sales, appointments, and overall patient data. We discovered only 1% of hearing aid sales came from service appointments. A process of scheduling patients at time of service had been established early on. However, as we came to understand, even though the appointment scheduling process was being followed in a strict and methodical manner, the tracking and follow up of those appointments was not being overseen whatsoever. The data showed nearly 40% of those service appointments were rescheduled, cancelled or missed. The same data also showed a large percentage of those patients were not seen again until they were notified for a routine annual hearing appointment.

We also learned the current patient retention strategy being used was a typical two or three touchpoint programs, consisting of an annual hearing reminder notification, Test Loss No Sale

letter, and a yearly patient appreciation party invite. The program showed several gaps in the patient engagement cycle, a burden on staff to effectively complete the program, and growing database of patient information becoming inaccurate and unmanaged.

Many gaps in how the patient data was being collected and managed were found, which highlighted simple data entry errors leading to unusable information.

### **Needs of project:**

- Analysis of data to build patient profile
- Marketplace analytics
- Key metrics to track success
- In-office patient engagement cycle
- Creative content library development
- Automation and templating of messaging
- Digital storefront development
- Eblast nurture program

### **Requirements to the development of retention program**

- Customized multi-touch point strategy
- Fully automated letter templates for multiple office locations
- Creating notification content & keeping content fresh & cataloging of content
- Processing the overall volume of the letters monthly
- First Class postage costs
- Tracking the progress of the program
- Quality of patient data
- Development of simple, easy-to-use program for office staff

### **The ESCO Solution**

Researching patients' habits allowed us to develop an automated patient retention program suited specifically for this thriving business. It also highlighted a need for a few adjustments to current in-clinic patient flow processes and the need for several new processes. Subsequently, this allowed for an in-office engagement program that connects directly with an automated retention strategy. The 10-touchpoint strategy was managed by ESCO, ensuring nearly 100% effectiveness through the proper execution and delivery of the messaging\*, exacting management of patient data, and predetermined costs.

\*Effectiveness dependent of quality of patient data

## **Results**

By developing an automated, multi-touchpoint retention program ESCO Business Solutions was able to provide ABC Hearing with a 19% increase in annual revenue from patient service appointments. It also showed a return on investment generating \$133 for each dollar spent on the program, directly associating patient repurchasing sales increasing year over year. It also drove the development of several in-clinic processes to improve patient intake, and also an increase of accuracy to the patient data.

Measurable results included:

- Fixed costs of retention program / reduced overall cost of retention program
- Trackable patient engagement / measurable return on investment
- Significantly reduced cost of patient engagement
- Scheduled and timed execution of patient touch points
- Additional benefits came from:
  - Development of improved patient intake process
  - Reduced administrative and clerical burden on office staff
  - Customized creative content to strengthen brand
  - Reduced dependency on lead gen marketing & new patient sales
  - Increased Word-of-Mouth / Patient referrals
  - Reduction of lost patients to missed/cancelled appointments

## **Conclusion**

By reviewing past marketing efforts, examining patient intake, understanding appointment and sales data, and establishing an overall strategy, ESCO Business Solutions was able to help ABC Hearing increase hearing aid revenue, reduce marketing costs and lessen the burden on clinic staff.

For a breakdown of the strategy used in this customized program please contact Patrick Miller @ ESCO Business Solutions (763) 390-6027 or pmiller@earserv.com