

# HOSPICE & PALLIATIVE CARE PROVIDER-CASE STUDY

## THE CHALLENGE:

A regional hospice and palliative care provider needed to achieve a critical milestone: reaching a 250-patient hospice census and 100-patient palliative census. The organization faced the challenge of increasing patient volume while also recruiting qualified nurses in a competitive healthcare labor market. With patient decisions involving multiple family members and complex emotional considerations, the provider needed a compassionate yet results-driven digital strategy that could engage both potential patients and healthcare talent simultaneously.

## THE STRATEGY:

We implemented a strategic budget escalation approach, starting with baseline campaigns and dramatically scaling investment in June when the opportunity for breakthrough became clear. Using Display, Video/OTT, SEM, Facebook Advertising, and Location Services, we created targeted campaigns for both patient acquisition and nurse recruitment. The strategy included compelling patient storytelling, addressable geofencing for precision targeting, and enhanced social media presence as well as dialed in SEM. In June, we launched comprehensive nurse recruitment campaigns across multiple channels while simultaneously increasing patient-facing campaigns, proving that strategic budget allocation at the right moment delivers exponential results.

## THE RESULTS:

- 294% increase in total digital actions (35,754 vs 9,082 previous year)
- Achieved 250 hospice census goal for first time, maintained through August & Palliative census reached 148 (48% above 100-patient goal) - 55% YOY growth
- 9:1 return on investment with \$1.8M net profit generated & Cost per action decreased 62% (from \$15.18 to \$5.72)

## HOSPICE & PALLIATIVE CARE PROVIDER

### CHALLENGE

Achieve 250 Hospice & 100 Palliative Patient Census While Recruiting Nurses in Competitive Market

### DURATION OF REVIEW: 9 MONTHS

(Jan-Sept Review)  
BUDGET: \$8,075-\$25,791/mo  
(Strategic Escalation)

## RESULTS

- ❑ 294% Increase in Total Actions
- ❑ 250 Census Goal Achieved
- ❑ 9:1 ROI