

Drive Ongoing Pediatrics Volumes

There are few occurrences in a person's life when an organization can have such a large impact on physician and healthcare choice. We know that given their higher propensity for making a healthcare decision in the near future, New Parents represent a premium audience segment. By creating and implementing an ongoing, sustainable campaign, LionShare clients are able to build awareness, encourage utilization and ultimately drive ongoing inpatient/outpatient pediatric volumes.



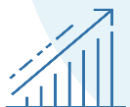
\$2.05

GENERATE \$2.05 IN RETURN FOR EVERY \$1 SPENT



50%

SEE UP TO 50% INCREASE IN PATIENT VISITS



15%

PRODUCE AN AVERAGE 15% UTILIZATION OF SERVICES WITHIN 12-MONTH WINDOW OF OPPORTUNITY

Proven Returns

It is much easier to create a new relationship than to ask a satisfied (or even a dissatisfied) consumer to switch doctors. Our turnkey programs are developed to initiate a life-long relationship at the most opportune time with new parents and are fundamental in developing new patients for a healthcare facility. In addition, new parents are one of the most profitable groups when measuring downstream revenues and lifetime value, providing a consistent return on marketing dollar investment.



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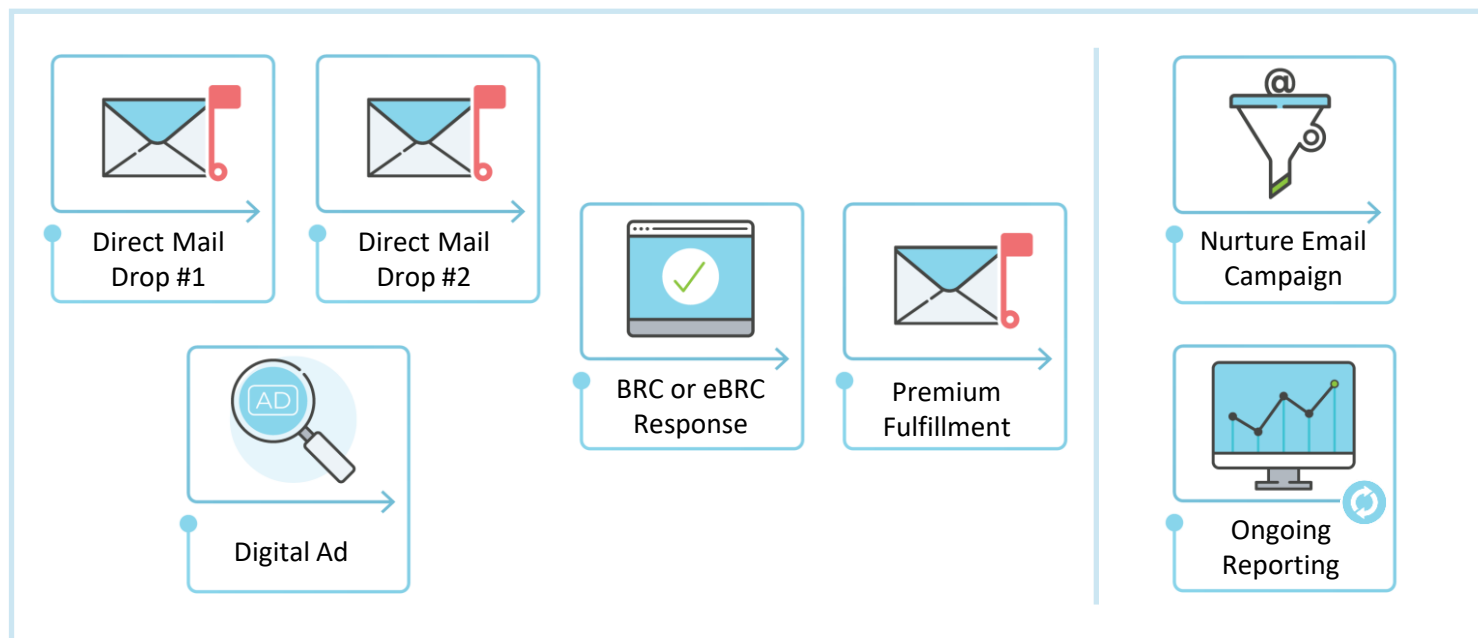
[Learn More or Schedule An Appointment →](#)

You can also schedule an appointment over the phone. You can reach us at [555-555-1212](tel:555-555-1212).

Cleanbilla Health
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New Parent Program Campaign



Strategy: Acquisition + Retention

A monthly, automated (trigger) campaign targets new parents, both pre- and post-natal. An email and/or direct mail are delivered to women in the target market, encouraging them to schedule an appointment with a pediatric physician in their area. In addition to an acquisition strategy, this has proven successful for the retention of patients.

Quarterly reporting included:

- Standard email results
- Downstream campaign encounter reporting

Enhancement Options

- Retargeting campaign to non-respondents
- Paid digital campaign
- Campaign landing page development
- Incentive fulfillment program
- Custom reporting

