CRM Solutions
Calculate ROI: Any Campaign, Any Channel

ROI Insights for Nearly 30 Years

Since 1995, LionShare has partnered with hospitals and health systems across the nation to leverage our CRM solution to translate omni-channel marketing performance into tangible results and marketing return on investment (ROI) that your CFO will support.

We do this by building a single source of truth that combines encounter-level patient detail from your inpatient and outpatient EMR(s) along with other patient, prospect, and financial data sources and housing it all in one safe, secure, and HIPAA-compliant environment.

After we have our source of truth, we work with our healthcare partners to mine the data for key audience segments and execute automated marketing campaigns. Paired with our robust and customizable business intelligence dashboards, clients can discover valuable insights about downstream customer behavior and marketing effectiveness. We're able to calculate campaign marketing ROI down to the level of granularity your organization needs, including specific service lines or procedures, key locations or physicians, new vs. existing patients and even marketing channels to link investments in lead generation activities to actual charges and payments.

Seeing is Believing: The Right CRM + Digital Marketing = ROI

A West Coast healthcare system embraced this knowledge and put it to the test to ensure their service line digital marketing campaigns were providing more than just impressions and clicks but converting to actual goal patient encounters and ROI.

By tying their digital marketing efforts with the power of CRM, this client was able to ensure their digital dollars were being spent in the right place, and report back to the service lines on the value of each marketing campaign.

Campaign	Responders	Individuals w/Encounters	New Patients	ROI	Goal Definition	Lead to Patient Conversion
Behavioral Health (Paid)	376	39	17	2462%	Locations	47% of campaign responders utilize services within 30 days.
Behavioral Health (Organic)	5,134	512	177	100%		
General Cancer (Paid)	1,691	558	81	508%	ICD-10 codes	26% of campaign responders utilize services within 30 days.
Mother Baby (Paid)	247	173	18	54%	ICD-10 codes	45% of campaign responders utilize services within 30 days.
Bariatrics (Organic)	3,087	672	226	100%	Physicians	50% of campaign responders utilize services within 100 days.
Cardiology (Paid)	883	428	188	1815%	Any Encounter	58% of campaign responders utilize services within 100 days.

Taken all together, a robust CRM can allow you to identify the correct audience, implement the correct campaign, and analyze the correct metrics all in one toolset regardless of marketing channel.

Whether you're currently utilizing a CRM and seeking ways to realize its full potential or actively promoting CRM adoption within your organization, LionShare offers valuable insights on leveraging CRM for immediate results and sustainable long-term growth.

Empower the possibilities. Let's start a conversation.

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