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Children's Hospital Colorado

Parallel Path Leads a Digital Marketing
Transformation for Children's Hospital Colorado





Client Overview

Children's Hospital Colorado (CHCO) is the leading pediatric health hospital in the state of Colorado and the surrounding 7-state region. CHCO is ranked #1 in the nation for two categories: Digestive Health Institute and Pediatric Surgery.

Challenge

CHCO was not new to digital marketing, in fact, its paid digital media was being managed by one of the largest digital marketing agencies in the US. However, CHCO's marketing leadership identified that several key priorities to mature and transform its digital marketing program were not being met. They had a feeling that they were not getting the attention and proactive partnership they needed to maximize their investment in digital marketing and achieve their goals. Without a high-touch partnership, CHCO would be challenged to further develop its digital marketing to achieve its business and marketing objectives.

CHCO's marketing leadership hypothesized that bigger does not necessarily mean better for their organization's needs.



Insights

As hospitals and health systems continue to shift more of their marketing dollars into digital campaigns they are becoming aware of the unique value of actually being able to reach healthcare decision-makers at each stage of their decision journey. From awareness, research, consideration, and the decision-making moments of truth, digital strategies can lay the plan for reaching healthcare audiences on their devices when and where they choose to engage. For example, a hospital is now able to reach a soccer mom standing on the sidelines of their child's practice rather than waiting for her to drive by a large billboard or bus wrapped in branding.



Insights

A comprehensive Parallel Path **Growth Opportunity Analysis** of the regional and local competitive landscape and CHCO's own digital marketing data revealed insights and opportunities for improving upon their digital program.

Historic paid media account structures showed a need for CHCO to align the functional intent of specific digital media channels with its tactical execution. For example, paid and organic search are terrific channels for delivering highly relevant content about local medical specialists to people utilizing search engines, while social media ads are better for pushing awareness around new clinical innovations available at a hospital.

If channels are “used” for achieving objectives outside of their best use case, then hospitals are being inefficient with their budgets.



Insights

Clinical content was being produced at a prolific rate across hundreds of web pages; however, there was no governance or framework for the creation, optimization, and distribution of content on CHCO's website and other digital platforms.

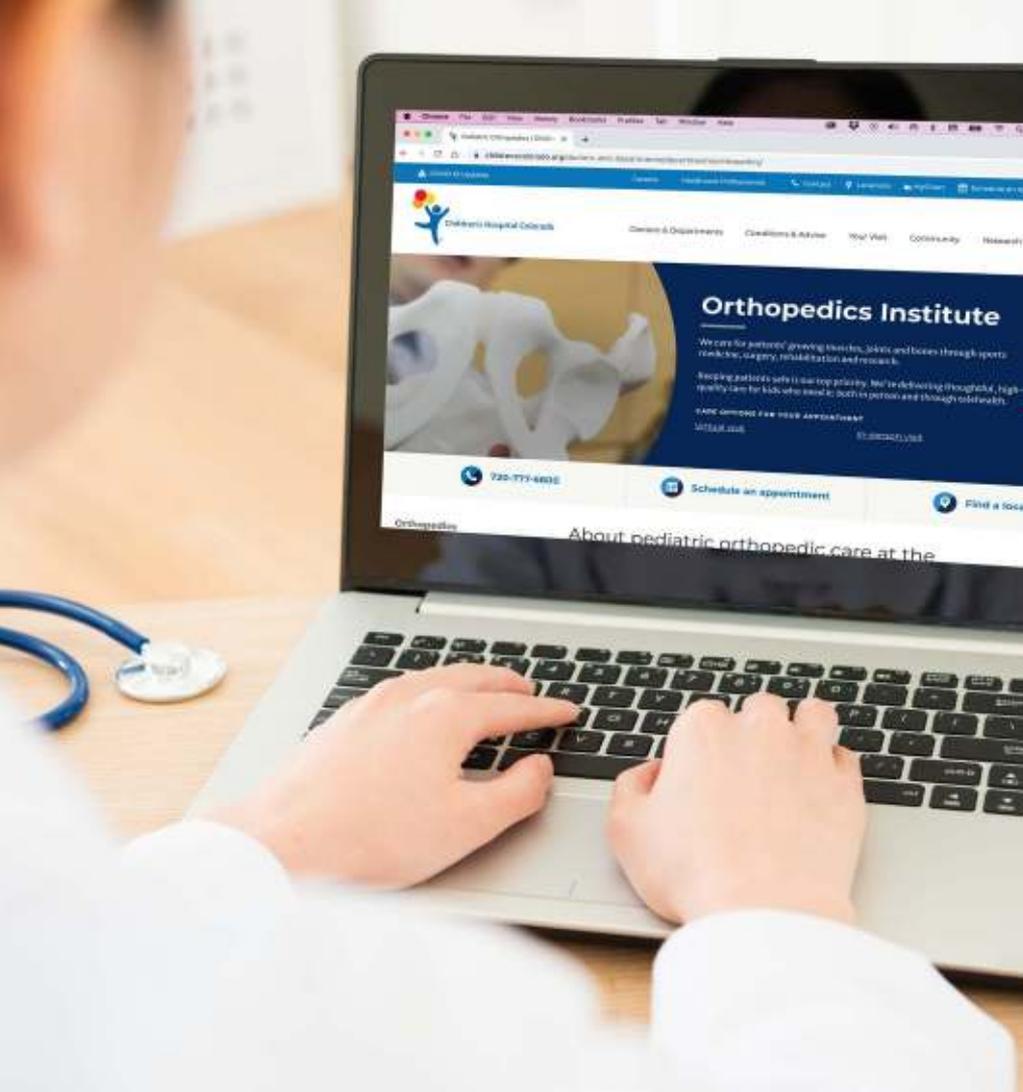
While CHCO identified a key business objective of expanding the geo-specific market awareness of multiple location across Colorado, it lacked a cohesive digital marketing strategy to support strategic geographic expansion and initiatives.





Insights

Ultimately, CHCO needed a partner who could bring proactive digital-first strategy and ideation to the marketing team, execute on ad hoc projects and also provide training and education around the strategic and tactical trends in digital marketing so that the internal team could elevate its professional development.



Solution

From a data-driven foundation that follows Parallel Path's proven Marketing Success Framework, integrated paid, owned, and earned media strategies took into consideration the entire customer journey in order to move the audiences through Awareness, Education, Solution, Selection, and Realization

Parallel Path developed data-informed strategies supporting business and marketing goals and then managed a series of always-on, localized, and promotional digital campaigns.

Outcomes

Parallel Path's partnership enabled CHCO to transform its digital marketing program into a best-in-class and award-winning program that increased inquiries for potential clinical services year-over-year. Within the first year, CHCO experienced a 400% increase in paid media-driven clinical patient inquiry volume and sustained year-over-year growth at 200% in year three. Along with increased volume in clinical patient inquiries, CHCO experienced an 84% decrease in cost per clinical patient inquiry attributed to digital marketing efforts.

SERVICES

Growth Opportunity Analysis

Digital Marketing Data
Collection, Tracking, Attribution,
and Reporting

Clinic and Department Level
Strategic Growth Strategies

Digital Paid Media Search
Strategy, Planning,
and Management

Local Digital Marketing
Strategy and Execution

Podcast Marketing and
Content Optimization

Search Engine Optimization

Outcomes

A primary transformation for CHCO was to become hyper-localized in its digital marketing approach. As a result, the local digital marketing strategy was responsible for the majority of all clinical inquiries from potential patients resulting in a 1300% increase year-over-year in localized digitally attributed inquiries. Local-specific organic search results increased 90% year-over-year and local-specific engagement with CHCO local digital listings increased 47% year-over-year.

SERVICES

Clinical Content Digital Strategy, Governance, Optimization, and Distribution

Campaign Landing Page UX & Design

Digital Education & Trainings for CHCO internal marketing, communications, and clinical teams

Digital-First Regional Marketing Analysis and Strategy

Website User Experience & Mobile-first Prioritization Consultation



Thank you for the great training, guidance, strategy, and partnership throughout the last few years. It's been wonderful to work with and learn from your team. We appreciate your help in reaching more patients, families and community members in our effort to improve child health.

– Marketing Executive, CHCO



Are You Parallel Path's Next Client Success Story?

If you are ready to accelerate growth and would like to explore what a client partnership might be, please contact **Parallel Path, Chief Growth Officer, Hardy Kalisher** to schedule an introductory conversation at hkalisher@parallelpath.com

