

SUCCESS STORY

Driving enrollments through paid channels with best-in-class partners

Intermountain Connect Care® partners with American Well paid marketing services, using display and affiliate channels to acquire new users.

Objective

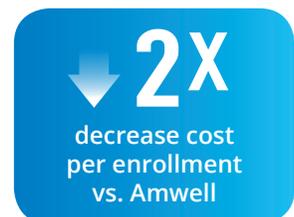
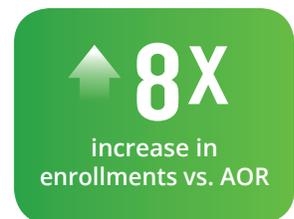
Efficiently driving downloads and enrollments through a paid digital marketing head-to-head competition between American Well and Intermountain Healthcare's incumbent agency of record (AOR).

Solution

- Test whether Amwell best practices, learnings and partnerships yield better results than with long-standing incumbent AOR.
- Launch display and affiliate channels desktop and mobile.

Results

- 8X more enrollments compared to incumbent AOR.
- 17X lower cost per enrollment efficiencies compared to incumbent AOR.
- 2X lower cost per enrollment than historical Amwell campaigns on display.



Intermountain's Challenge: Choosing the right performance marketers to promote telehealth

Intermountain Healthcare recently partnered with American Well to provide telehealth services to members and consumers in Utah and southern Idaho resulting in their product, Intermountain Connect Care®. To drive awareness and platform utilization, Intermountain looked to partner with best-of-breed telehealth marketing experts to hit their aggressive annual growth goals.

The Goal: Efficiently converting new users across paid channels

Intermountain Healthcare's mission is helping people live the healthiest lives possible. Their objective is to transform how healthcare is delivered by engaging and enrolling users in their telehealth service, Connect Care — powered by American Well.



"Having just launched our Connect Care campaign, we needed an agency with deep expertise and a track record in digital telehealth promotion. We found that in American Well paid marketing services."

- Craig Kartchner, Senior Director, Marketing, Intermountain Healthcare

The Solution: Proposing a head-to-head competition between agency partners to optimize results

Focusing on display and retargeting channels to compare agency performance

Intermountain leveraged display partners to broadly promote their Connect Care app across the mobile and desktop ad ecosystem. With the combined strength of Intermountain's strong brand recognition in the state of Utah and historical Amwell targeting data, Intermountain Connect Care was 2X more effective than Amwell at acquiring new enrollees. iOS devices drove 80% of enrollments for this test — also typical of iOS campaigns on Amwell.

Accessing existing affiliate relationships to obtain immediate value

Leveraging strategic marketing partners from Amwell's affiliate program, American Well deployed successful marketing campaigns with Healthline and key influencers. Affiliate cost per click metrics were 30% lower than display and were very effective at driving visits.

Facilitating a fair and transparent head-to-head competition

Intermountain organized and facilitated a fully trackable head-to-head competition between American Well paid marketing services and their long-standing incumbent agency partner. In testing two of the industry's top agencies to promote telehealth on paid channels, Intermountain was able to objectively determine who would be their most effective partner at driving quality users and scaling Connect Care visit volume over the course of this year. After just four weeks of a six-week test, Intermountain was able to quickly determine a winning partner in American Well — with 8X more enrollments, at a 17X lower cost per enrollment.