



amsive + **Better**Health

Webinar

Accelerate Patient Growth with Predictive Modeling



Lindsey Pierson

Vice President of Clinic Growth,
Better Health Group



Rick Berman

Healthcare Practice Lead,
Amsive



Craig Blake

Healthcare Practice Lead,
Amsive

What can be holding you back?

Fragmented data across EMR, CRM, and marketing systems.

High-value patients increasingly **leaking out of network.**

Provider capacity **misaligned** with patient demand.

Balancing **volume growth** with **long-term financial value.**

Pressure to **prove ROI** on every marketing dollar.



Predictive Modeling



I know **half the money** I spend
on advertising is **wasted**, but I
can never find out **which half**.

John Wanamaker

Smarter Investments. Better Care.

Data analytics delivers patient insights, define audience strategies, and enable precise, outcome-driven engagement.

Profiling

Create a detailed portrait of patients and prospects.

Why

- Provides the baseline insights stakeholders need to design effective patient growth strategies.

Segmentation

Cluster patients and prospects into distinct personas.

Why

- Ensures you know how to speak to each audience—what to say, what imagery to use, and what motivates them to act.

Modeling

Use statistical methods to predict future behaviors and outcomes.

Why

- Enables precision targeting by determining who receives which message, creative, and call-to-action.

Thoughtful Application Across the Patient Journey

Predictive modeling delivers patient insights, define audience strategies, and enable precise, outcome-driven engagement.



Patient & Treatment Growth

- Identify in-need patients for specialties
- Rank by likelihood of engagement
- Lower acquisition costs with targeted outreach



Patient Retention & Loyalty

- Predict patients at risk of leaving
- Deliver personalized reminders and outreach
- Strengthen continuity of care



Care Pathway Progression

- Flag patients likely to drop out
- Trigger timely communications and support
- Improve adherence and outcomes



Preventive & Population Health

- Identify high-risk individuals early
- Enable proactive screenings and intervention
- Reduce long-term costs, support value-based care



Capacity & Resource Optimization

- Forecast demand for key services
- Anticipate no-shows and cancellations
- Align staffing and resources to patient flow



Caregiver & Family Engagement

- Identify influential caregivers
- Provide supportive, trust-building communications
- Increase compliance and referrals



Strategic Planning

- Model demand at community level
- Find under-served geographies
- Guide investments in new services and facilities

What is Audience Science®?

250M

US ADULTS

4,600

OFFLINE DATA POINTS

300,000+

ONLINE DATA POINTS

1B+

ONLINE IDENTITY
RESOLUTIONS

USE CASE: REGIONAL HEALTH SYSTEM

Accelerating Outpatient Growth With Omnichannel Precision Driven By Predictive Models

THE CHALLENGE

- Needed to grow the patient panel while lowering acquisition costs and improving campaign conversion.

THE WORK

- Built county-level prospect models, developed personas, and activated coordinated direct mail, email, and digital campaigns across the patient journey.

59%

NEW PATIENTS FROM TOP 3 DECILES

286%

YOY ENROLLMENT INCREASE OVER 4-YEAR PERIOD

55.6%

YOY ENROLLMENT RATE INCREASE

45%

YOY CPA REDUCTION

AMSIVE CONFIDENTIAL INFORMATION

USE CASE: URGENT CARE NETWORK ~55+ CLINICS

Real-Time Increase In Visits and Revenue With Less Waste In Spend

THE CHALLENGE

- Despite strong enrollment, patient progression stalled, limiting health outcomes and efficiency.

THE WORK

- Profiled existing patients, built predictive models by trade area, and activated geo-targeted digital campaigns across **55+** clinics with match-back measurement.

6,241

NEW PATIENT VISITS DIRECTLY ATTRIBUTED TO THE CAMPAIGN

\$748,897

IN REVENUE GENERATED FROM THOSE VISITS

\$644,070

GROSS PROFIT AFTER CAMPAIGN COSTS

7.14

RETURN ON MARKETING INVESTMENT (ROMI)
FOR EVERY DOLLAR SPENT

USE CASE: REGIONAL HEALTH SYSTEM

Connecting Patients and Caregivers to Comprehensive Cancer Care

THE CHALLENGE

- While they offered advanced treatment and compassionate care, two challenges limited growth:
 - **Patients** often delayed seeking oncology care or were unaware of available specialists.
 - **Caregivers**, who frequently serve as decision-makers and influencers, were not being engaged in a meaningful way.

THE WORK

- **Dual predictive models** identified both high-risk patients and influential caregivers most likely to engage in oncology care.
- Launched targeted omnichannel campaigns with tailored 1:1 messaging.

Patients

Caregivers

28%

INCREASE IN ONCOLOGY
PATIENT CONSULTATIONS

39%

GROWTH IN CAREGIVER-INITIATED
INQUIRIES AND APPOINTMENTS

23%

LOWER CPA

40%

HIGHER DIGITAL AD RESPONSE
RATE AMONG TARGETED CAREGIVERS

20%

INCREASE IN SCREENING
APPOINTMENTS SCHEDULED

2.5x

ROI ACROSS CAREGIVER
AND PATIENT CAMPAIGNS

AMSIVE CONFIDENTIAL INFORMATION



Live Case Study

Better Health Group Results

74%

Of all appointments
came from the
top 3 deciles

121%

Appointment
generation in **Decile 1**
compared to Decile 5

+39%

Appointments
delivered beyond goal

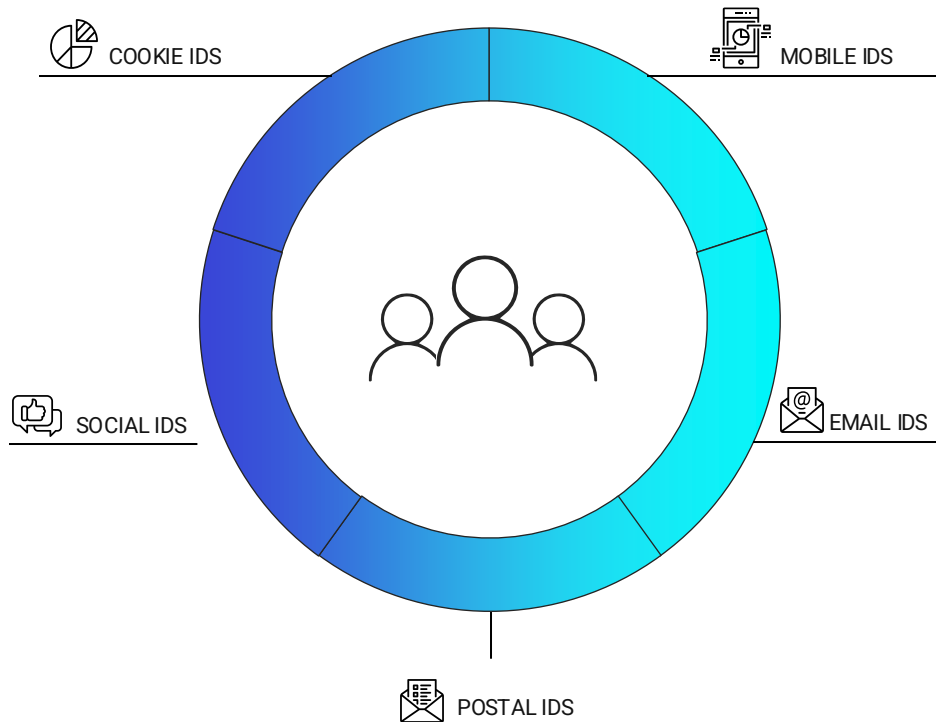
47%

Conversion rate
Strong for the
healthcare vertical.

All states **exceeded goals** with **significantly reduced CPAs**.

Audience Targeting Across All Channels

We distribute known prospects and target personas across offline and digital channels for fully integrated campaigns. We reach and connect with your audience – in their ideal channel.



Distribution Channels

- + Direct Mail
- + Email
- + Display (DSP)
- + Social Media
- + Paid Search
- + Video
- + Location Intelligence
- + Streaming Radio
- + CTV/OTT
- + DOOH

Continuous Growth

Powered by Predictive Modeling



COMPLIANCE

“Where does the **data** go?”



Webinar

FINANCE

“What’s the **business** case?”



LEGAL

“Who exactly is **involved**?”



PROCUREMENT

“Will the partner sign a **BAA** and uphold **SLAs**?”



Accelerate Patient

Modeling



The Future of Predictive Modeling

Elevate Your Predictive Modeling Program

Next Steps for New & Experienced Marketers

If You're **New** to Modeling

- ✓ Start early + start now
- ✓ Start small, test, compare results
- ✓ Trust your partner

If You're **Already Using** Modeling

- ✓ Evolve continuously; fuel next phase with learnings
- ✓ Localize plans + creative by clinic/market
- ✓ Extend activation across channels



Let's amplify
your marketing
performance.



Lindsey Pierson
Vice President of Clinic
Growth, Better Health Group
[Connect on LinkedIn](#)



Rick Berman
Healthcare Practice Lead,
Amsive
[Connect on LinkedIn](#)



Craig Blake
Healthcare Practice Lead,
Amsive
[Connect on LinkedIn](#)