

Driving patient and staff growth in home health

Growing a national home health care organization by building a person-centric digital user experience and communications plan that connects with the modern home health patient, their families, and care givers.

Client background

Core to their value of innovation, Compassus—a national leader in providing high-quality, compassionate, person-centered home health care—was seeking solutions to deliver on their mission of advancing the well-being and honoring the quality of life for patients across their national network of home care services.

Accomplishing this mission meant, in part, extending their person-centered approach to care to their marketing first touches between patient and provider by putting in place communication solutions that meet patients online, where healthcare research often begins.



The Unlock solution

Known in the healthcare industry for our expertise in driving patient acquisition and recognized by Google as a Premier Partner, the executive team at Compassus chose Unlock Health's digital team as their ideal partner. To deliver a holistic digital strategy aligned with the client's growth goals, our strategy team combined experts from three key performance marketing areas, leveraging a suite of digital solutions including web design, SEO, and paid search campaigns.

- **Website rebuild:** Our development and design teams created a user-centric home healthcare education resource on the WordPress platform, focusing on user experience (UX) to deliver a modern, interactive, and functional website.
- **Search Engine Optimization (SEO):** We optimized the site to organically connect care researchers with educational resources, establishing Compassus as a thought leader in home healthcare and providing a cost-effective new patient pipeline.
- **Paid search:** We drove consistent new patient and staff pipelines by creating awareness of patient services and job openings in new markets through digital search, paid social, programmatic, and geofencing campaigns.

The results

Unlock's digital strategy helped Compassus surpass its goal of 1,000 referrals per month by amplifying its local market reach, raising awareness of its home health services, and highlighting career opportunities.

The new Compassus website, built on WordPress's Elementor platform, offers faster load speeds and custom functionality, including location services that allow visitors to quickly find relevant information by browsing by location and service line.

With the enterprise website in place as a digital hub for new patients and staff, we began driving traffic through Google Ads, leveraging unique keywords and bidding strategies to target patients searching for home health providers. Additional awareness was created through paid social, Google display, programmatic, and YouTube campaigns.

Analyzing data from Unlock's digital campaigns and our Tier 2 call monitoring system, combined with Compassus' patient census numbers, showed month-over-month growth exceeding industry averages for Facebook Health, Google Health, and the medical sector.

UX improvements

↑ **2.17%**
ORGANIC SESSIONS

↑ **4.46%**
ORGANIC PAGES/
SESSION

↑ **13.24%**
ORGANIC AVG.
SESSION DURATION

SEO improvements

↑ **14.95%**
NEW USERS

↑ **6.44%**
PAGE VIEWS

↑ **11.36%**
SESSIONS

↑ **1.12%**
ORGANIC AVG.
SESSIONS

Paid search performance

Exceeded growth goal of 1,000 referrals per month.

52,000
REFERRALS / YEAR

6%
GROWTH

HOSPICE

SEM
353
FORM SUBMISSIONS

Facebook
36
FORM SUBMISSIONS

Display
6
FORM SUBMISSIONS

1,104
QUALIFIED LEADS

4
QUALIFIED CALLS

RECRUITMENT

SEM
27
FORM SUBMISSIONS

Facebook
355
FORM SUBMISSIONS

10
QUALIFIED LEADS

28
QUALIFIED CALLS