Case Study

Connecting Marketing Investment to Patient Access and Measurable Growth

The challenge

Aligning patient acquisition with clinic capacity and growth priorities

UCLA Health sought to increase immediate care patient volume, attract commercially insured adults, and create opportunities for patients to establish longer-term relationships with the health system.

But driving more demand was only part of the challenge.

Across its immediate care network, patient demand, available capacity, and growth priorities varied by location. A broad acquisition strategy could direct patients toward clinics with limited capacity while overlooking locations positioned for growth.

To make marketing investment more effective, UCLA Health needed a more connected approach — one that aligned patient acquisition with operational priorities, geographic opportunity, and the ability to deliver care.

The goal was to move beyond campaign engagement metrics and establish a clearer connection between marketing activity, patient access, and measurable growth.



The solution

Connecting growth priorities, audience alignment, and marketing activation

IQVIA partnered with UCLA Health to develop a data-informed patient acquisition strategy that connected marketing investment with clinic-level growth opportunities.

Rather than starting with channels and tactics, the approach began with a more fundamental question: Where could additional patient demand create the greatest value for UCLA Health?

By bringing together location priorities, available capacity, geographic considerations, and audience insights, IQVIA helped UCLA Health focus marketing resources where they could best support growth.

This connected approach guided geographic targeting, omnichannel activation, and ongoing performance optimization.



Fundamental question:
Where could additional patient demand create the greatest value for UCLA Health?

1 Prioritize growth opportunities based on clinic needs

The strategy began by identifying immediate care locations in the greater Los Angeles area where additional patient volume aligned with available capacity and organizational priorities.

The team developed a framework connecting growth needs, patient access considerations, location priorities, audience strategy, and media activation.

This enabled a more intentional allocation of marketing investment, shifting the focus from generating demand broadly to supporting growth where UCLA Health was positioned to accommodate it.

2 Activate precise, location-based patient engagement

In a geographically complex market like Los Angeles, reaching the right patients required more than broad demographic targeting.

We developed a location-specific audience and media strategy informed by clinic service areas, commercial opportunity, available capacity, and growth priorities.

Geographic targeting and exclusions helped concentrate investment on relevant audiences near priority locations, with an emphasis on commercially insured adults.

The result was a more focused approach to patient acquisition, designed to connect prospective patients with accessible, relevant care options.

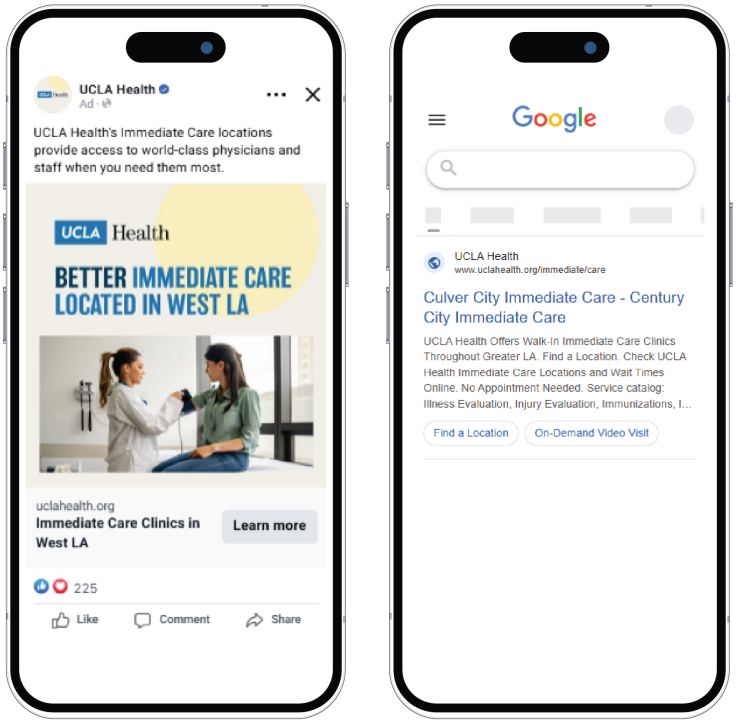
3 Connect engagement across the patient journey

The team activated a coordinated omnichannel strategy to engage prospective patients from initial awareness through care consideration and appointment scheduling.

Programmatic display, Meta, and Nextdoor supported awareness of UCLA Health's immediate care services. Location-specific creative and Nextdoor's Multi-Location Ads (MLA) showcase nearby locations within a single ad, leveraging hyperlocal targeting to connect users with convenient clinics in their neighborhood and drive local awareness and engagement, while paid search and landing pages supported patients actively seeking care.

The approach also incorporated follow-up communications designed to encourage continued engagement with UCLA Health, including opportunities to transition from immediate care into primary and specialty care.

Together, these efforts supported a more connected patient journey — from discovering an immediate care option to taking the next step toward an ongoing care relationship.



4 Optimize investment against growth priorities

Throughout the campaign, IQVIA used performance reporting, audience insights, and market feedback to refine media allocation, channel mix, and digital experiences.

Optimization extended beyond clicks and engagement to consider how campaign performance aligned with patient volume objectives and clinic-level growth priorities.

This created an ongoing feedback loop between marketing activity and operational needs, helping UCLA Health make more informed investment decisions and apply campaign learnings to future growth opportunities.

The outcomes

Measurable patient growth and stronger pathways to continued care

For approximately 5 months, UCLA Health's immediate care initiative delivered measurable patient growth and demonstrated the value of aligning marketing investment with operational priorities.

+550

Immediate care encounters

Additional encounters across featured immediate care clinics compared with the same period the previous year.

+804

Priority location growth

Increase in patient volume across Culver City and Century City compared with the corresponding 20-week period the previous year.

734

Primary care appointments scheduled

Immediate care patients who scheduled subsequent primary care appointments.

364

Primary care appointments completed

Primary care appointments completed by immediate care patients.

Beyond patient growth, the initiative also demonstrated the effectiveness of more targeted media activation. Nextdoor Multi-Location Ads achieved a 0.63% click-through rate compared with 0.49% for standard creative, reinforcing the value of aligning audience engagement with location-specific growth priorities.

The impact

A more connected approach to sustainable health system growth

For UCLA Health, the initiative established a framework for making patient acquisition decisions based on more than marketing performance alone.

By connecting clinic capacity, geographic opportunity, audience strategy, and campaign execution, IQVIA helped UCLA Health align marketing investment with the locations and patient populations most relevant to its growth objectives.

The approach was extended into the following year, with continued monitoring of clinic volumes to inform future investment decisions.

The result was a more connected model for patient acquisition — one that brings marketing and operational priorities together to support measurable growth and stronger opportunities for ongoing patient engagement.

UCLA Health

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