

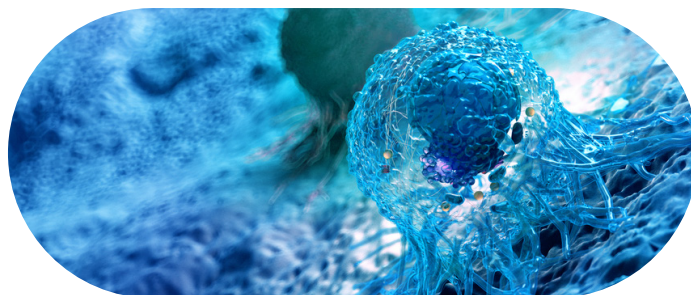
Driving Patient Acquisition for Proton Therapy

Reversing declining performance with smarter, more scalable paid media strategies

Challenge

Decline in new proton therapy patients driven by:

- Increased competition in the region
- Lack of clarity among physicians and consumers on the efficacy of proton therapy



Solution

To reverse declining lead volume, we scaled and refined a paid media strategy to expand reach and educate high-intent audiences:



Conducted keyword research to expand coverage for proton therapy, specific cancer types, and treatment-related terms



Used AI to strengthen ad copy and highlight the hospital's value propositions



Expanded geographic targeting to find incremental patient volume



Launched a digital media campaign across CTV, YouTube, online video, and programmatic audio to build awareness and educate patients



Leveraged data-driven targeting to reach individuals likely to have specific cancer types and benefit from proton therapy

Outcome

Thanks to ongoing keyword and copy optimizations, campaigns are steadily helping the health system meet its long-term growth goals despite persistent market challenges.

59%

YoY improvement in CPC



+18%

YoY increase in leads for proton therapy

+52%

YoY improvement in search CTR



+95%

increase in branded search volume, indicating stronger patient awareness and interest

CONTACT US

iqvia.com