

CASE STUDY

Strategic Growth in Action: Redefining Scalable Patient Acquisition through Growth Signals™

Client: A leading multi-state dermatology group **Campaign Duration:** April 2024 – May 2025
Total Investment: \$1.38M **Regions:** California, Texas, Arizona, Florida, Nevada

Background & Objectives

Starting with a handful of clinics, this dermatology network sought to increase patient volume while improving their payer mix and optimizing lifetime value. Traditional tactics had capped performance. They partnered with Growth Health to launch a next-generation, data-driven initiative grounded in precision consumer insights and ROI accountability.

Growth Health's Strategic Approach



1. Growth Signals™ – Deployment

Our proprietary Growth Signals™ technology identifies real-time intent and health-relevant behaviors at the household level. Instead of relying on third-party installs or generic data, we created dynamic segments across skin cancer, cosmetic dermatology, and general dermatology audiences.



2. Growth Digital™ – Direct Engagement

Growth Digital Direct enabled seamless, privacy-first engagement—delivering over 72.5 million impressions to 4.3 million intelligently targeted households. Messaging varied by specialty, urgency, and local availability, maximizing relevance.



3. Trackable Attribution Model

Using first-touch attribution and deduplication logic across 171 campaigns, we ensured every patient was counted once—even if exposed across regions or visited multiple clinics. This clean signal allowed for true ROI measurement.



4. End to End Conversion Tracking

Growth Health uniquely tracked post-impression behavior: from digital touchpoint through appointment and downstream financial impact. This closed-loop analytics model informed continuous optimization across 14 months.



Results & Impact

Metric	Result
Total Cost	\$1,379,700
Households Reached	4,328,040
Patients Attributed	51,820
Encounters/Visits	129,124
Total Charges	\$67,032,029
Net Revenue (20% Margin)	\$13,406,406
New Patients	12,132
New Patient Charges	\$31,312,133
New Patient Net Revenue	\$6,262,427

Return on Investment

Category	Result
Overall ROI:	\$8.7 : 1
New Patient ROI:	\$3.5 : 1
Average Net Gain per New Patient:	\$402
Average New Patient Value:	5.2 visits totaling \$2,581 in charges
Annual Recurring Net Revenue (New Patients):	\$6.26M
Average Customers Acquisition Cost/CAC (visit)	\$11

"Our go-to-market strategy, built around the capabilities of the G1 platform, delivered outstanding results. We've eliminated nearly half a dozen premium-priced, single-purpose niche applications, streamlining our operations. Simultaneously, we've significantly elevated our patient acquisition efforts, achieving results that surpassed our previous strategy..."

In addition to the impressive campaign results, we have successfully reduced our appointment acquisition costs by more than 70% within 12 months while eliminating over \$2 million in hard costs from redundant software resources - all achieved in a HIPAA-compliant, privacy safe and pixel compliant manner."

Darin Szilagyi, CMO-Platinum Dermatology Partners



"If your career quest is finding a fully bullet-proof, durable means of generating attributable kept appointments and procedures, this is your holy grail. Not clicks. Not calls. Not views. This is an appointment-level engine."

*Darin Szilagyi, CMO-Platinum
Dermatology Partners*

Strategic Learnings

- **New Patient Power:** Though overall charges dipped in some mature markets, new patient contribution rose to 47% of all charges, and 25% of all patients—indicating deeper market penetration and improved long-term economics.
- **Compounding Revenue:** The bolus of new patients acquired in Year 1 will continue generating downstream revenue for years to come, validating the long-tail effect of intelligent acquisition.
- **Hyperlocal Wins:** Campaigns localized by condition and state saw higher appointment and visit conversion rates, showing the strength of real-world behavior modeling.

What's Next: The Future of Health Engagement

This initiative represents the new standard for healthcare growth—privacy-compliant, household-based, and signal-driven. As we move forward, Growth Health will apply predictive patient lifetime value modeling, AI-powered campaign automation, and deeper care-path personalization to not only attract—but retain—high-value patients across all specialties.

We Are Growth Revolutionaries

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