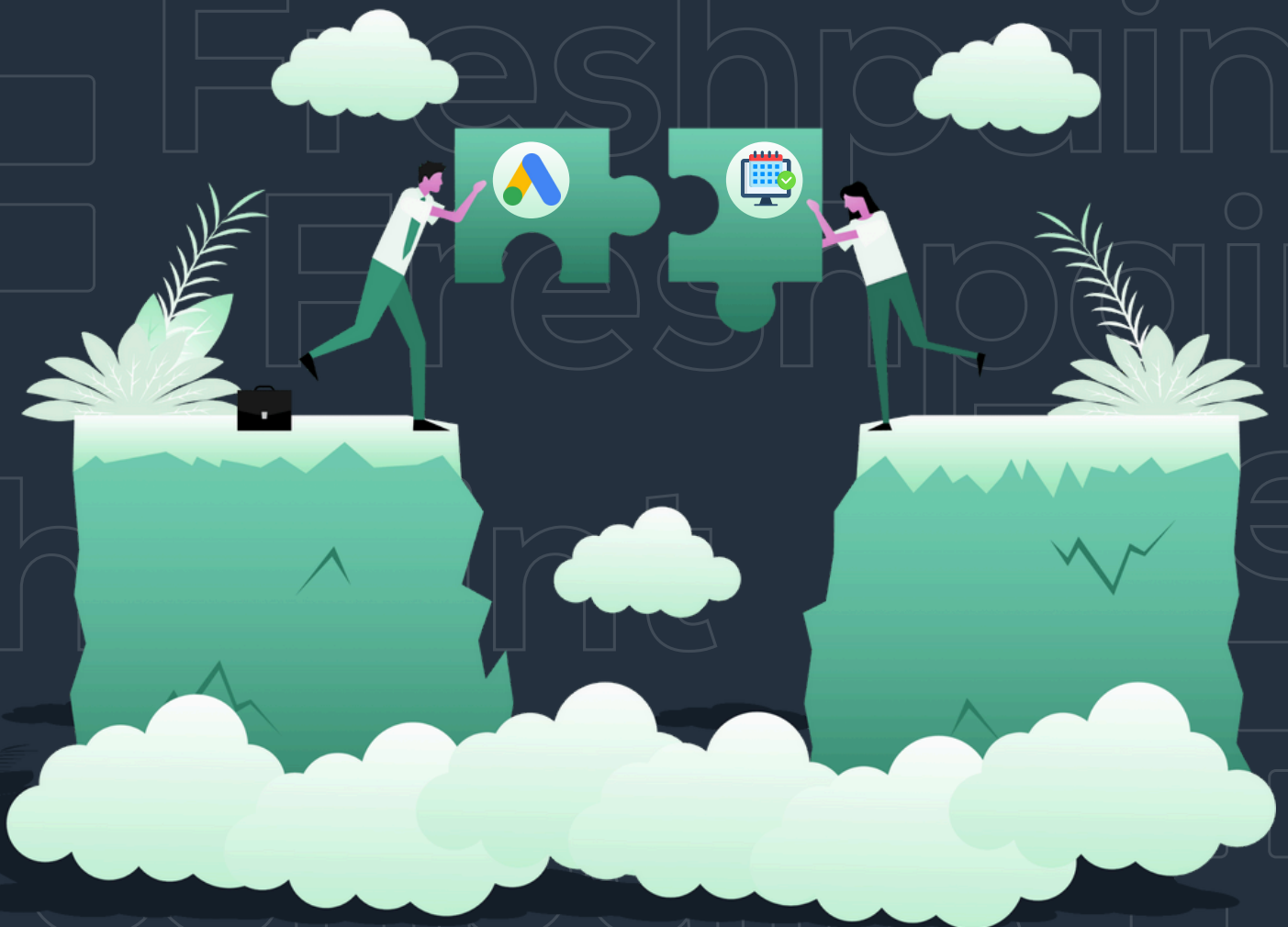


Unlocking ROI in Healthcare:

# Bridging the Gap Between Appointment Data and Ad Campaigns

How Healthcare Marketers Can Bridge Data Gaps to Optimize Campaigns, Prove ROI, and Drive Growth





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# The Data Gap in Healthcare Marketing

There's a striking irony in healthcare marketing: while precision is vital for treating patients, the marketers tasked with finding those patients lack the tools to be precise.

Brands in other industries, like Warby Parker and Uber, leverage data with surgical precision to fine-tune their campaigns and maximize ROI. In industries where data flows freely, marketers know exactly how much it costs to acquire a customer and can optimize in real time to drive better results.

Healthcare marketing, however, has to play by a different set of rules.

Privacy regulations, like HIPAA, and [legal challenges](#) restrict access to the data that fuels optimization in other industries. Without a clear connection between marketing efforts and key patient actions—like booking or attending an appointment—healthcare marketers struggle to calculate Customer Acquisition Cost (CAC) or optimize it effectively.

The result? Marketing feels more like guesswork than strategy. Proving ROI is a constant uphill battle, leaving marketers stuck and unable to secure greater investment in digital advertising.

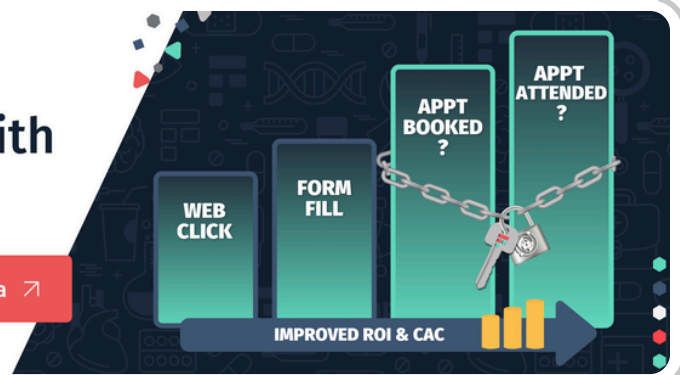
But what if that could change? **What if healthcare marketers could unlock the same level of insight and optimization that e-commerce brands take for granted—all while maintaining patient privacy?**



## Maximize Your Marketing ROI with Real Patient Outcomes

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# The Hidden Barriers Holding Healthcare Marketers Back

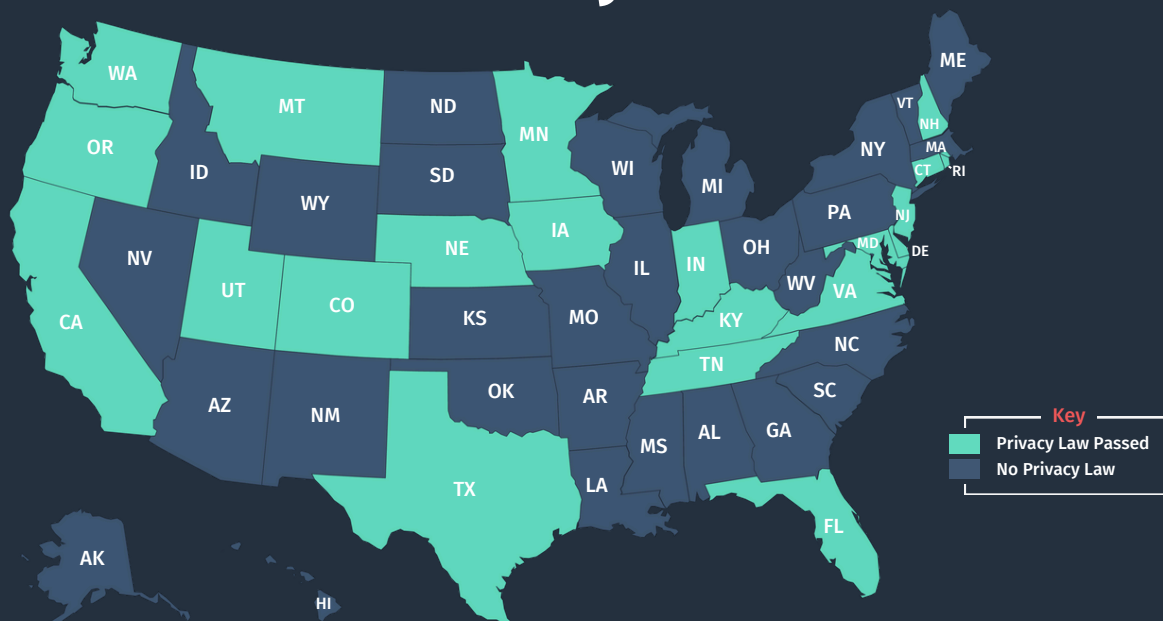
Healthcare data is notoriously fragmented. Patient information lives in multiple disconnected systems—electronic health records (EHRs), customer relationship management (CRM) tools, and marketing platforms—all of which were designed with different purposes in mind.

This fragmentation creates two major challenges:

1. **Limited Visibility:** Healthcare marketers struggle to track the full patient journey, from the first ad click to an appointment attended.
2. **No Single Source of Truth:** Without a unified view of the data, it's nearly impossible to measure key metrics like Customer Acquisition Cost (CAC) or Lifetime Value (LTV), leaving marketers in the dark about which efforts are driving results.

The root cause of this data fragmentation is privacy regulations like HIPAA. These regulations, along with similar [state-level privacy laws](#), have made healthcare organizations extremely cautious about how they collect and use patient data.

## US State Privacy Laws





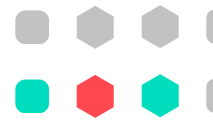
As a result, patient data is often locked away in EHRs and rarely shared with marketing teams. Historically, healthcare marketers haven't had the tools or systems needed to manage this data securely, leading organizations to exclude marketers from accessing it altogether.

But the landscape is shifting. With [HHS redefining what qualifies as PHI](#) in the context of marketing, organizations have been forced to take action. Marketers are now implementing systems, such as [Healthcare Privacy Platforms](#), to collect, manage, and activate data securely. These platforms ensure that PHI isn't inadvertently shared with non-compliant end destinations like Google and Facebook, helping organizations stay compliant while enabling smarter marketing.

So far, that's where the story has ended for healthcare marketers. Securing marketing data has allowed marketing teams to keep [running ads](#) and [using analytics tools](#), but it hasn't provided the full picture.

But, the story doesn't have to stop there. This moment presents an opportunity to go further—unlocking metrics like CAC, LTV, and others that forward-thinking industries like e-commerce have been leveraging for years.





# Building Bridges to Unlock ROI in Healthcare Marketing



Data will always be fragmented in healthcare—that’s a challenge we can’t completely solve today. But healthcare organizations that have implemented a Healthcare Privacy Platform have a unique advantage: they can use that platform to build “bridges” to their existing data silos.

Lauren Anderson, Sr. Digital Content Strategist at [Baptist Health](#), puts it best:



"In a large healthcare system, you have all these platforms that were never meant to work with other platforms. They don't care about marketing. They were designed to function independently, each excelling at one specific purpose. But none of them talk to each other. And that's the problem—we don't need more standalone tools. We need bridges to connect the tools we already have."

– Lauren Anderson, [Baptist Health](#)



One bridge they can now build is a secure bridge to the healthcare organization’s EHR. This allows healthcare marketers to access data such as “appointment booked” and “appointment held” that unlocks the ability to calculate Customer Acquisition Cost (CAC).





CAC is crucial to calculating real ROI in marketing. ROI is a measure of how effectively marketing spend generates revenue, and CAC provides the cost side of that equation. Understanding CAC and using it to calculate ROI can have a transformative impact:

**1**

### **Visibility into campaign effectiveness.**

Shifting the optimization signal from “appointment requested” to the more meaningful “appointment held” provides ad platforms like Google with a clearer and more accurate target. This enhanced visibility into which campaigns drive real patient actions allows platforms to allocate your budget more effectively, optimizing performance and delivering better outcomes without requiring additional spend.

**2**

### **Make service-line-level decisions to optimize ad performance.**

With CAC, you might uncover that one service line has a significantly higher ROI than another service line. That insight will allow you to quickly reallocate ad spend to the service-line that provides the higher ROI.

**3**

### **Report up to leadership to demonstrate impact.**

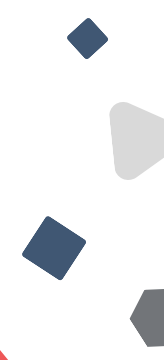
Healthcare marketers often struggle with reporting concrete bottom-line results to leadership. Without the ability to do that, healthcare leaders often don’t understand the impact of marketing. This puts budgets and strategies at risk. True ROI metrics help to ensure confidence in marketing.

**4**

### **Better ROI measurements create a stronger case for more investment.**

Accurate ROI measurements make it easier to secure more marketing investment. When you can demonstrate clear, positive ROI—such as generating \$4 in revenue for every \$1 spent—it becomes a straightforward decision for stakeholders to increase marketing budgets.

With CAC as a guiding metric, healthcare marketers can optimize their campaigns, secure stakeholder buy-in, and unlock opportunities for growth—all while keeping a sharp focus on efficiency and ROI.



# Unlocking Down-Funnel Insights with Freshpaint

Freshpaint is uniquely equipped to unlock critical data for healthcare marketers. As a Healthcare Privacy Platform, Freshpaint prioritizes solving privacy challenges at its core. It replaces non-HIPAA compliant tracking technologies with a compliant solution and centralizes the collection of all website visitor data in a secure platform, backed by a [Business Associate Agreement](#) (BAA).

With a privacy-compliant platform made for healthcare marketing, healthcare marketers are now able to connect to an EHR to get down-funnel data like “appointment booked” and “appointment held.” That data is fed back to Freshpaint to calculate CAC.

From there, healthcare marketers can use that data to optimize ad performance, prove the value of their work, make the case for more marketing budget, and unlock advanced advertising tactics.



 **Want to see how we can unlock CAC for your organization?**

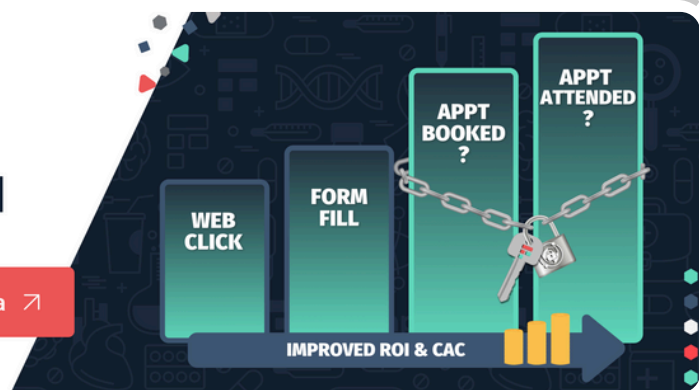
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## Connect Google Ads to Real Appointments for Maximum ROI

Unlock advanced bidding strategies like TROAS to maximize ad performance while protecting patient privacy

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# About Freshpaint

Freshpaint's Healthcare Privacy Platform empowers healthcare companies to use the industry's best marketing tools while remaining compliant with a growing list of privacy regulations like HIPAA. Freshpaint replaces untrusted tracking technologies from tools like Google Analytics, Facebook, and Google Ads, then provides a governance layer that controls what data gets shared with those platforms.

## Want to keep learning?



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