amsive health

WEBINAR

Why Every Location Has Its Own Path to Growth

How Local Patient Insights Shape Multi-Location Marketing Strategy







Gary Stubblefield
SVP, Healthcare Strategy & Innovation

Ray Owens
EVP, Customer Intelligence

amsive health

WEBINAR

A Shared Brand Doesn't Mean a Shared Growth Plan

Patient needs

What care does this community need?

Age, health conditions, and household mix

Patient choice

Why would someone choose this location?

Competitors, referrals, reputation, and convenience



Access and coverage

Can people use this location?

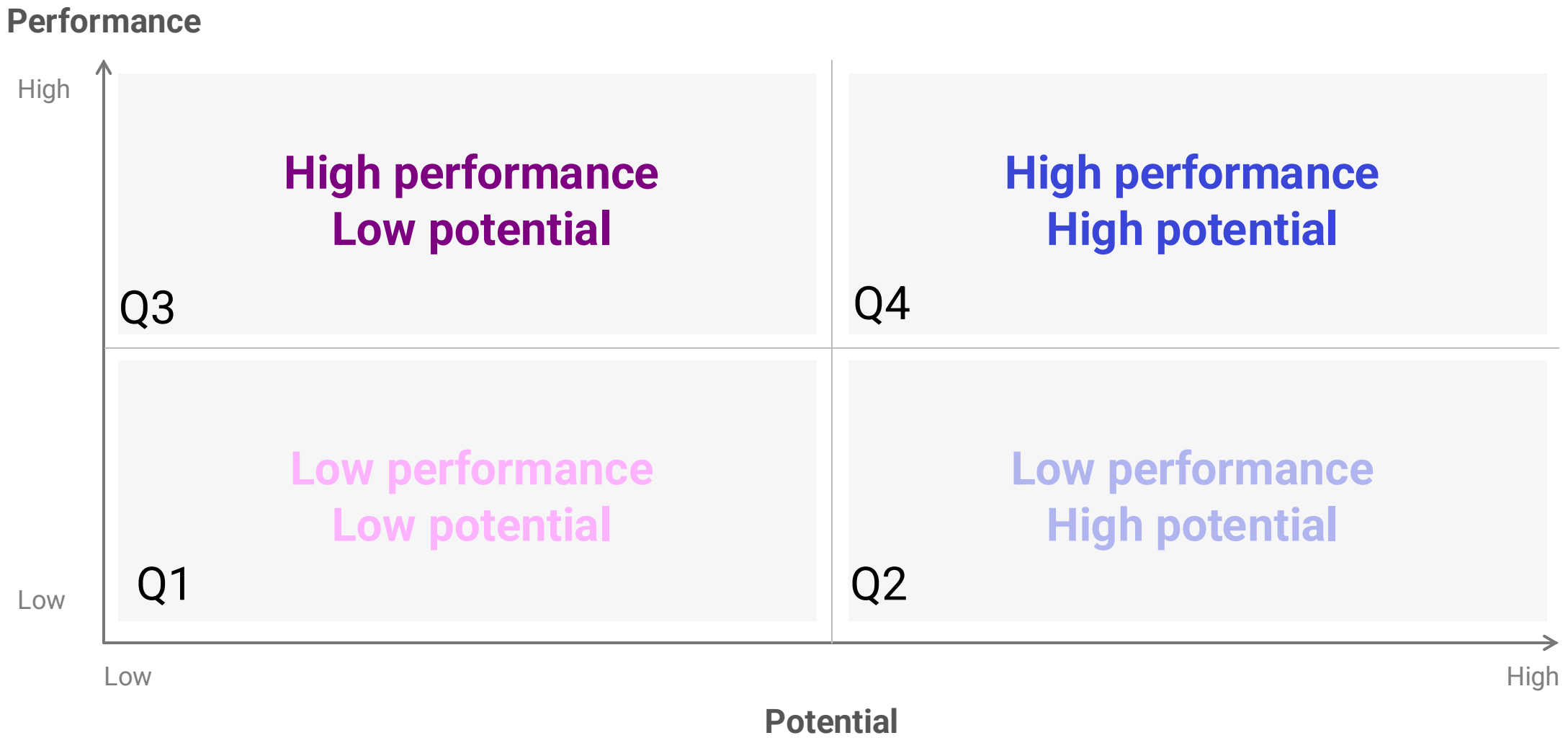
Insurance, affordability, transportation, and hours

Ability to serve

Can we serve more patients?

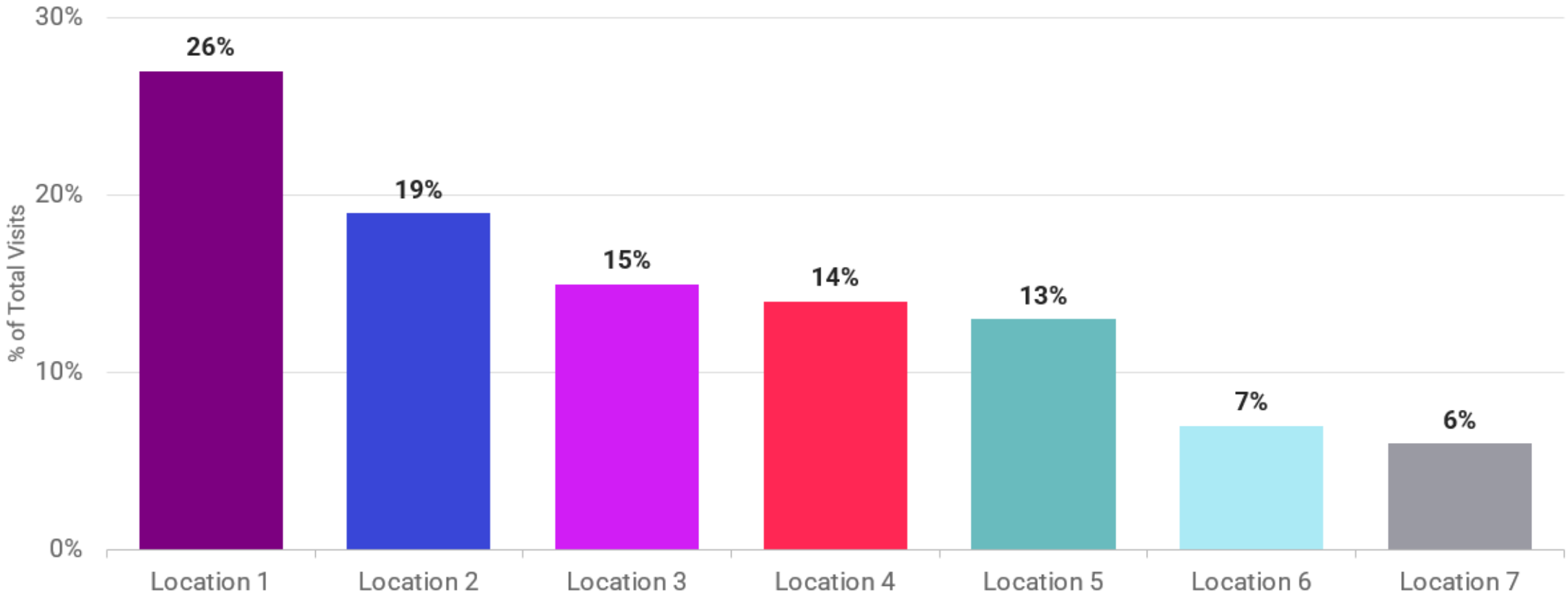
Staffing, services, and appointment availability

What is a Quadrant Analysis?



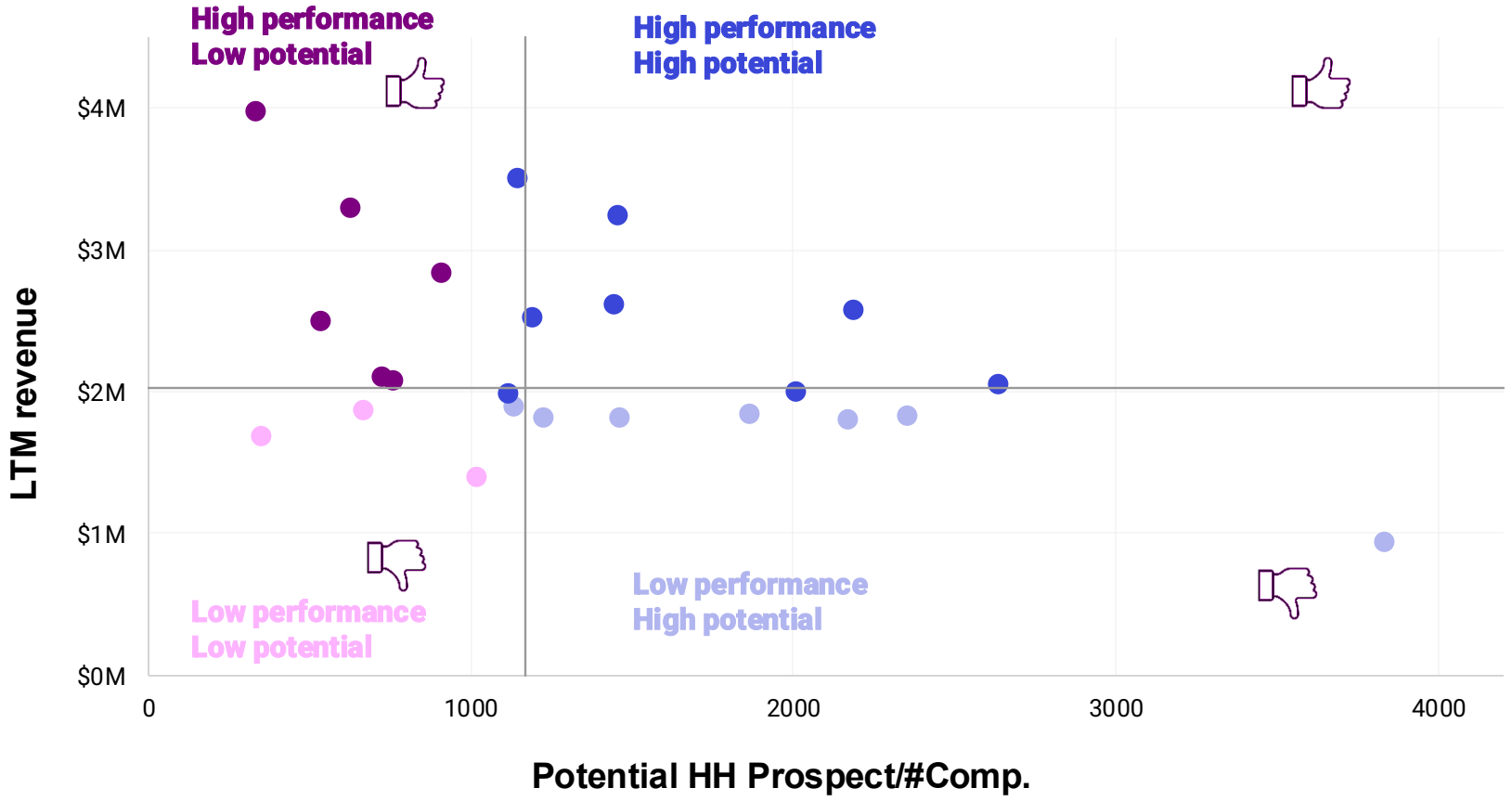
Baseline – Share of Foot Traffic by Brand + Competitors

% of Visits by Visitors across Multiple Brands – Calendar Year Aggregation



The Local Picture For an Urgent Care Network

A southern Florida brand had 24 clinics.



Revenue $2,031,680; potential 1,166.
Source classifications include four near-median adjustments.

Four Places to Start Optimizing

Q1

Review Allocation

LOWER PERFORMANCE

LOWER POTENTIAL

Q2

Invest Selectively

LOWER PERFORMANCE

HIGHER POTENTIAL

Q3

Defend Share

HIGH PERFORMANCE

LOWER POTENTIAL

Q4

Maintain and Grow

HIGH PERFORMANCE

HIGHER POTENTIAL

Evidence to Shape Your Decision

Where to grow?

Demand + competition

Whom to reach?

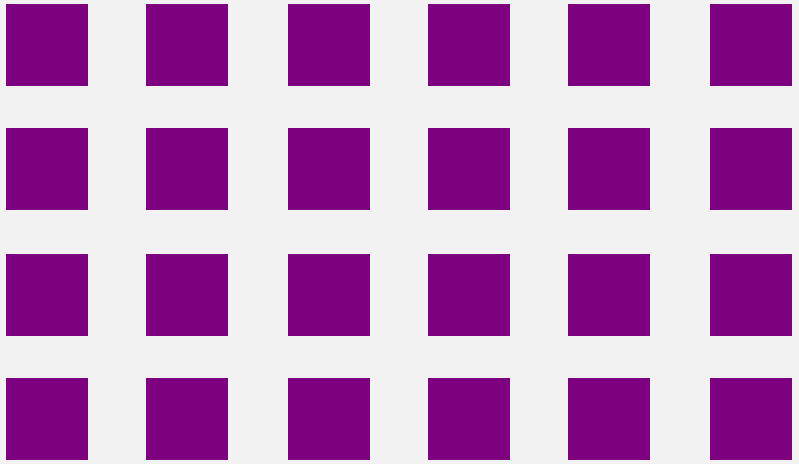
Patient + prospect mix

How can we serve them?

Services + capacity

We helped the southern Florida urgent care network move towards a data-backed, differentiated strategy based on local patient signals and community nuance.

24 **clinics**
Same budget & same audience for each location



3 **predictive models**

- Dade
- Broward
- Palm Beach

Two findings changed the plan

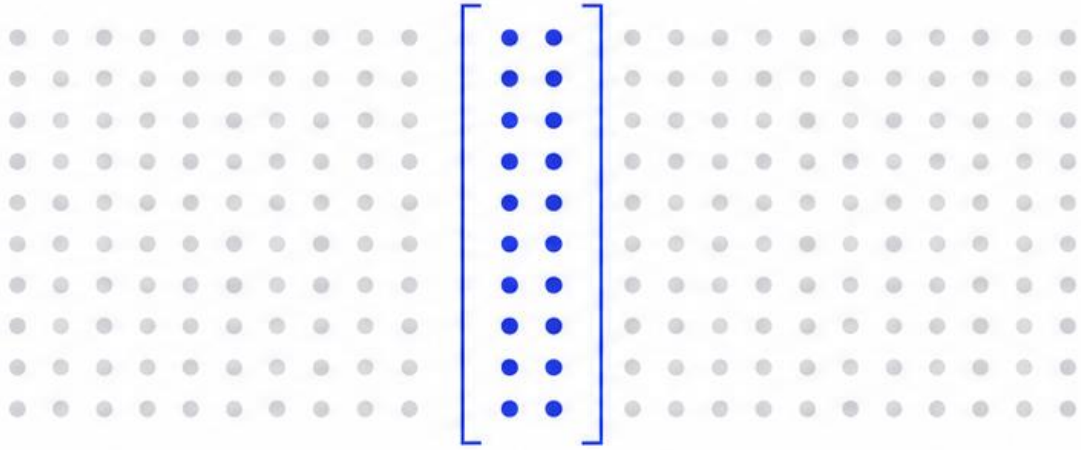
Palm Beach

Strong performance. Established penetration.



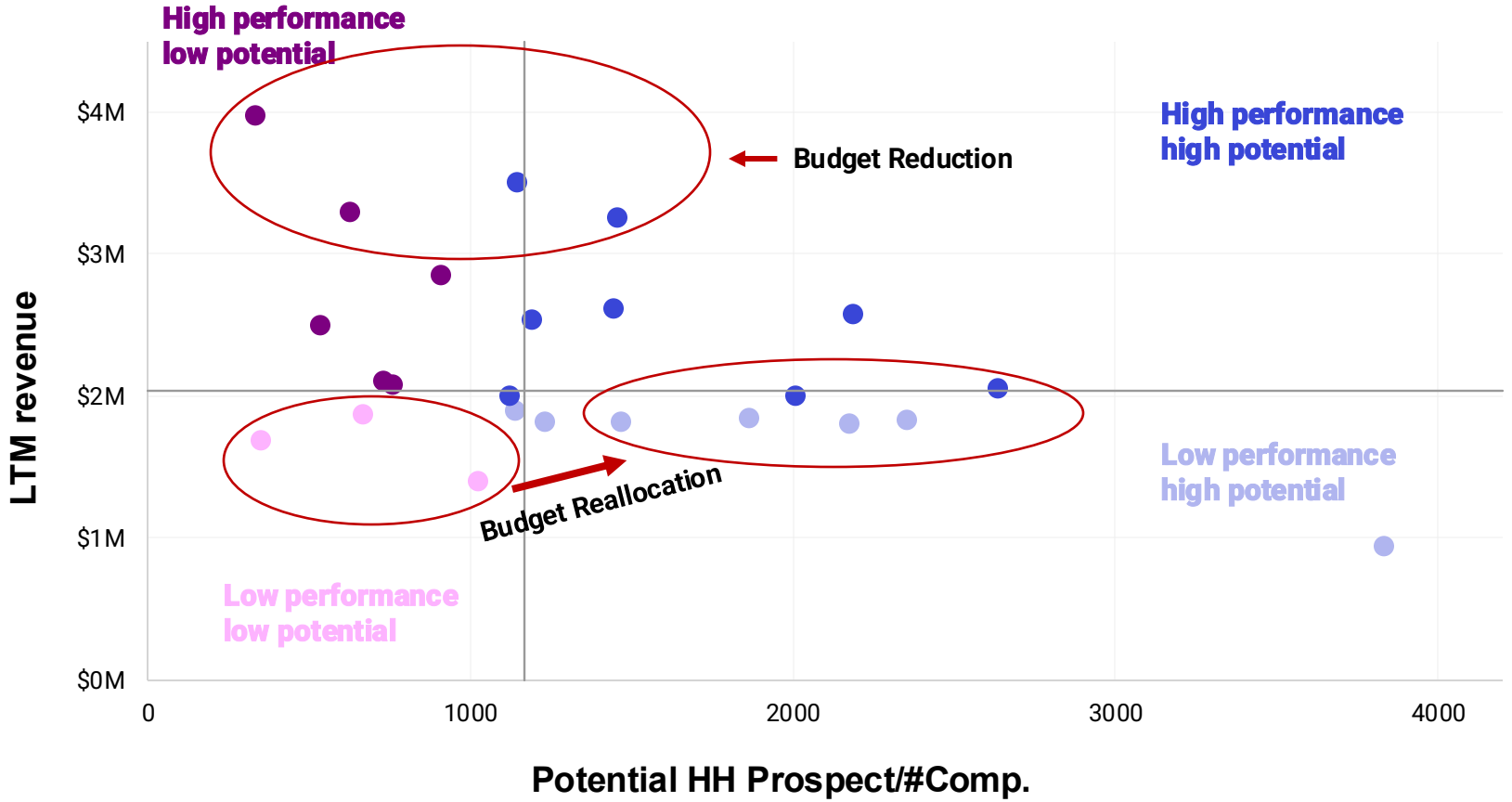
Across the network

The prospect audience was too narrow.



Reallocating Budget to Maximize Growth

Shift marketing dollars to locations with the highest potential.



Revenue $2,031,680; potential 1,166.

Source classifications include four near-median adjustments.

Two Checks Before Your Next Decision

A budget shift alone does not establish marketing impact.



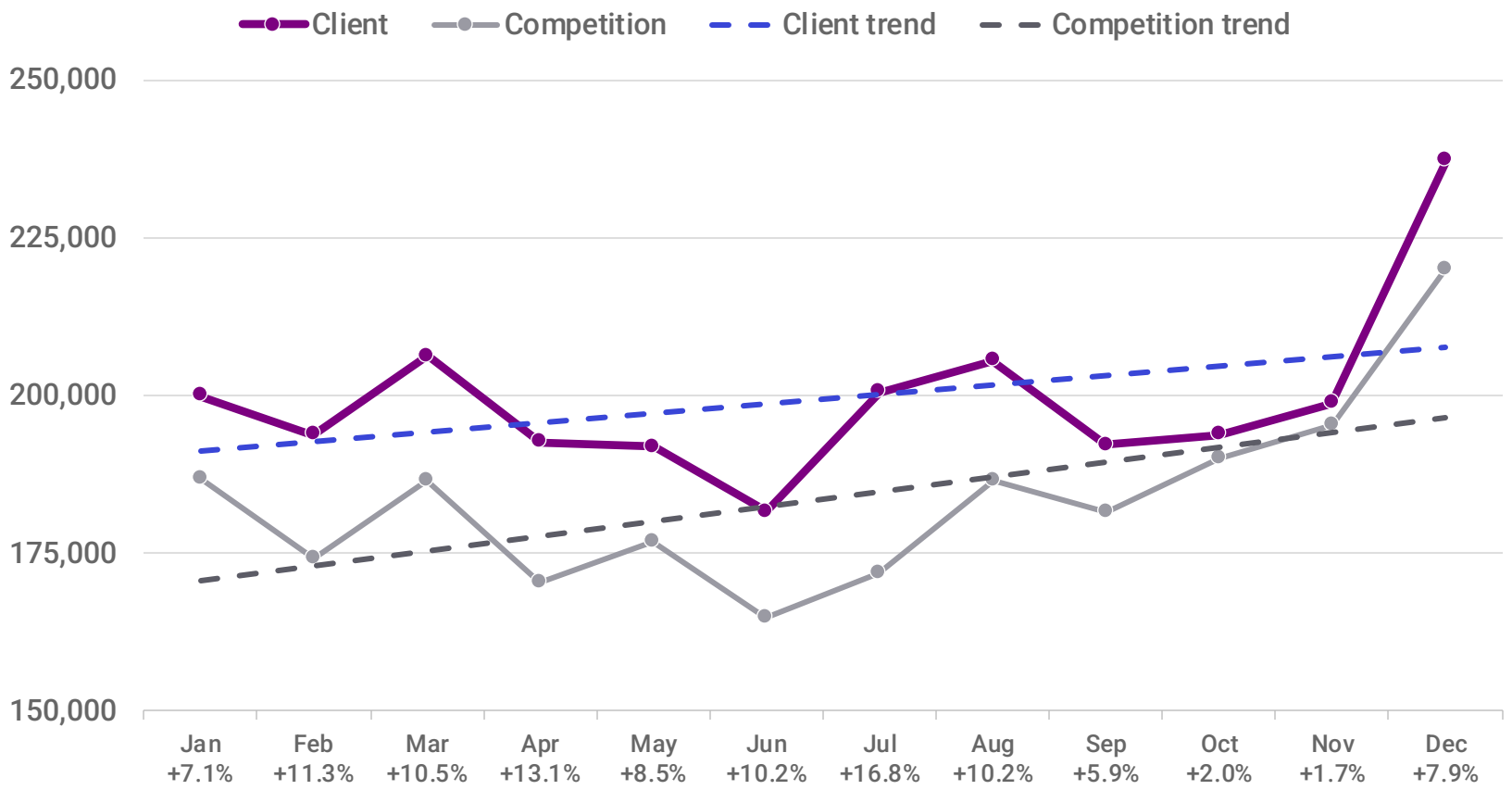
Did performance improve?



Did market share change?

Percentage of Market Share Grew by 9 points

Monthly increase in foot traffic share over initial baseline



Axis labels show client foot traffic % above competition each month. Dashed lines are linear trendlines.

CLIENT VS. COMPETITION

+9%

Revenue per patient

+16%

Decrease in overall marketing spend

-10%

How to Get Started

Agree on the growth objective and use these inputs to scope the location analysis.

01 **Location list**

Addresses, ZIP codes, and any location groupings.

02 **Location performance**

12 months of revenue by location, plus agreed visit or patient measures.

03 **Trade areas**

Existing trade areas, patient-origin patterns, or an agreed radius.

04 **Prospect universe**

Existing audience models and an agreed prospect universe.

05 **Competitors**

Names and addresses, or priority brands for Amsive to map.

06 **Business context**

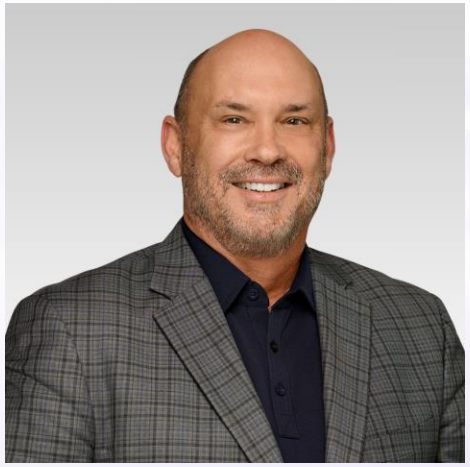
Priority services, capacity, and other factors that should guide the analysis.

Amsive defines the trade areas and prospect universe together before the analysis begins.

Let's find your next **growth opportunity.**



Gary Stubblefield
SVP Healthcare Strategy & Innovation
gstubblefield@amsive.com



Ray Owens
EVP Customer Intelligence
rowens@amsive.com

amsive health WEBINAR