

CallRail

Case Study

**Baptist Health
gets more accurate
insights, boosts
marketing efficiency
with CallRail**





A growing community healthcare provider

Located in Jacksonville, Florida, [Baptist Health](#) is a non-profit, community-owned healthcare network dedicated to serving the Northeast Florida and Southeast Georgia regions. The healthcare system comprises six nationally accredited hospitals, including Wolfson's Children's Hospital, a network of over 200 primary care and specialized physician practices, including Baptist MD Anderson Cancer Center.



“Because of the nature of providing comprehensive care in a large, community-based health system, there isn’t a central line for everything. While some of our physicians are employed, the majority are independent. We had to be very clear in where we were directing people and from a call tracking standpoint.”

Lauren Anderson

Sr. Digital Content Strategist & Copywriter at Baptist Health



Limitations on call tracking hamper marketing insights

For the digital marketing team responsible for the entire Baptist Health system, managing three brands, three main sites, and a large network of providers has increased the complexity and challenge of running digital marketing and ad campaigns.

However, their legacy call tracking system limited their ability to track calls when running marketing campaigns with multiple phone numbers. They could only change one phone number per page, which meant they couldn’t track two different phone numbers for two different service lines or practices.



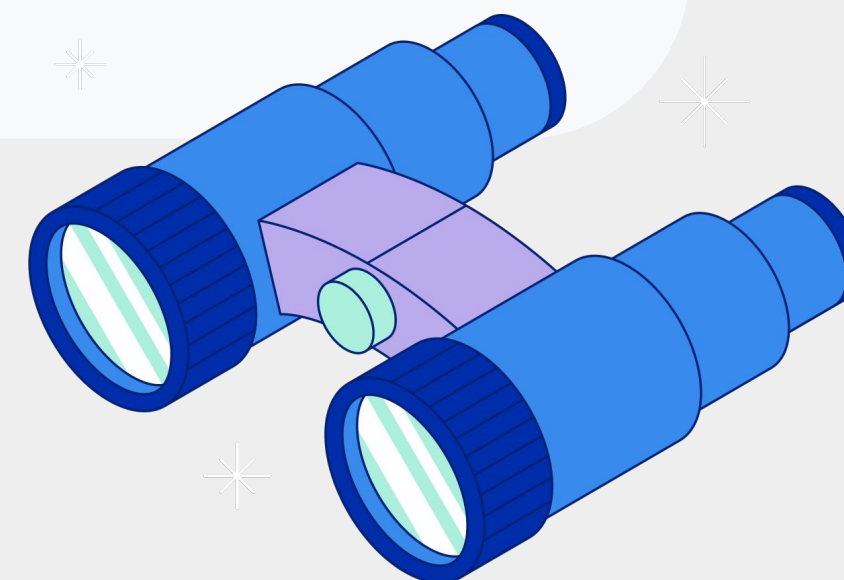


“Our phone call conversions were set to ‘any phone call over a minute,’ which really didn’t tell us anything about the call at all. We assumed those calls led to an appointment or were qualified leads, but we had no way of knowing if this was true or not without manually sending a list of names and comparing them with multiple people and systems. The process was so manual and even then, only partially accurate, we rarely would go through this effort for every campaign,” says Anderson.

“We weren’t getting the answers that we needed. We were getting numbers, but not actually discovering the insights that we needed to make decisions or changes.”

Lauren Anderson

Sr. Digital Content Strategist & Copywriter at
Baptist Health





CallRail solves call tracking limitations and delivers more data-driven insights

When Anderson's team found themselves compromising on what they were able to track because they could only change out one phone number per page, their current advertising vendor suggested they check out CallRail. As a result, Baptist Health is now getting more data insights but at less cost.

“Not only were we able to solve the issue of tracking these specific phone numbers, but for relatively the same amount of cost, we were also getting much more data.” – Lauren Anderson, Sr. Digital Content Strategist & Copywriter at Baptist Health

Switching to [CallRail's HIPAA Compliant Call Tracking](#) solution for healthcare solved the issue of protecting PII and PHI and maintaining HIPAA compliance. It also helped with switching multiple phone numbers on a page.

Next, the marketing team decided to delve even deeper into their call data with [Conversation Intelligence](#). The combination of these two products opened up a treasure trove of new marketing insights, including [call summaries](#), which summarize the key points and keywords of calls, making it easier and faster to identify and understand the keywords that customers are using on calls.

For instance, without these insights from CallRail, the marketing team could only consider a qualified lead as any call that was over a minute. However, with CallRail, they began to add keywords to help define leads. They started with the word “appointment” to get a base level of knowledge.

“This was more information than we’d gotten previously,” says Anderson, “and we figured if a customer says ‘appointment’ it’s a good indicator that they made an appointment, and we can consider that a conversion within Google Ads.”



“Not only were we able to solve a very minor issue, which was tracking these specific phone numbers, but for relatively the same cost, we were also getting much more data.”

Lauren Anderson

Sr. Digital Content Strategist & Copywriter at
Baptist Health





At the time, they were running eight different campaigns, and as they started glancing through the call summaries, they realized that in one of their campaigns customers weren't even asking for an appointment at all. They were asking for a consultation.

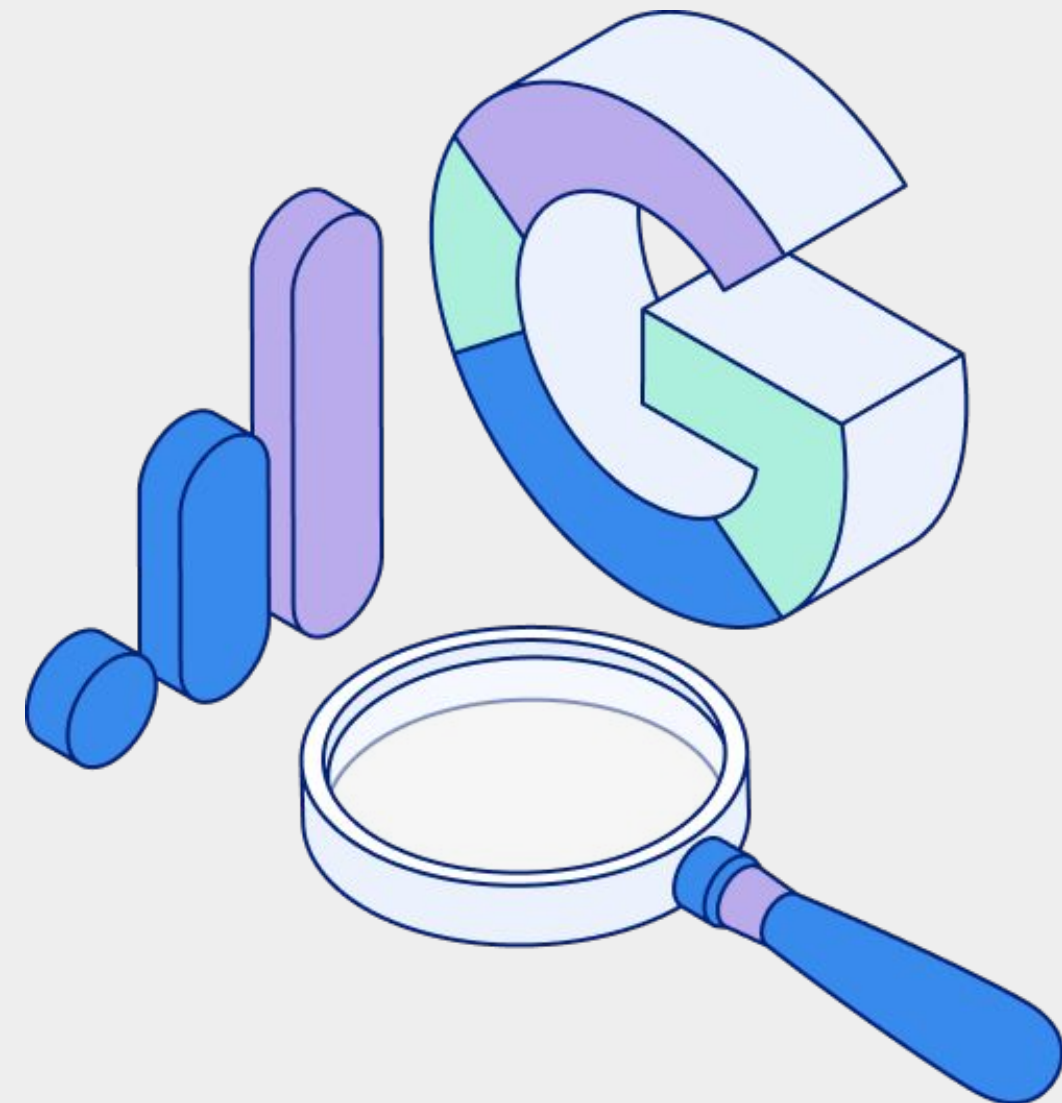
In another campaign, after reviewing transcripts, Anderson realized that customers were consistently saying the word "appointment," but often didn't have the right insurance, so the agents were referring them out to other systems.

And because the majority of OB/GYNs delivering babies at Baptist Health hospitals are employed by independent practices, the marketing team lost contact with these callers until months later when they gave birth.

Having these additional insights, Anderson was able to use CallRail's automation rules and incorporate multiple different keywords, such as the name of the OB/GYN practices being referred to patients and the keyword "consultation," which allowed for much more precision in identifying leads and conversions for the business.

Implementing CallRail also uncovered a lot of pain points that Baptist Health didn't even realize they had when connecting all of their different systems and databases. To gain even more insights and efficiencies, the marketing team is already using [CallRail integrations](#) for Looker, Google Analytics 4, and Google Ads. Anderson sees additional potential to utilize CallRail's integrations with Salesforce and Google My Business as well.

CallRail's ability to provide a HIPAA-compliant Call Tracking plan was also a key factor for Baptist Health. It has allowed them to lock down their data, so that they are only sharing the bare minimum with third-party tracking solutions, and that all data is cleaned of any PII or PHI before it is shared.



From flying blind to making decisions with clarity

Since implementing CallRail, the Baptist Health marketing team has gained a lot more visibility into their marketing performance and has been able to start optimizing that data.

“We can take advantage of the different fields that we have in Google Ads and change the content to make it really stand out to people and sell this location or this provider,” says Anderson.





“Looking at the CallRail data, we can better determine what was a conversion or not. There’s more value to that data.”

Lauren Anderson

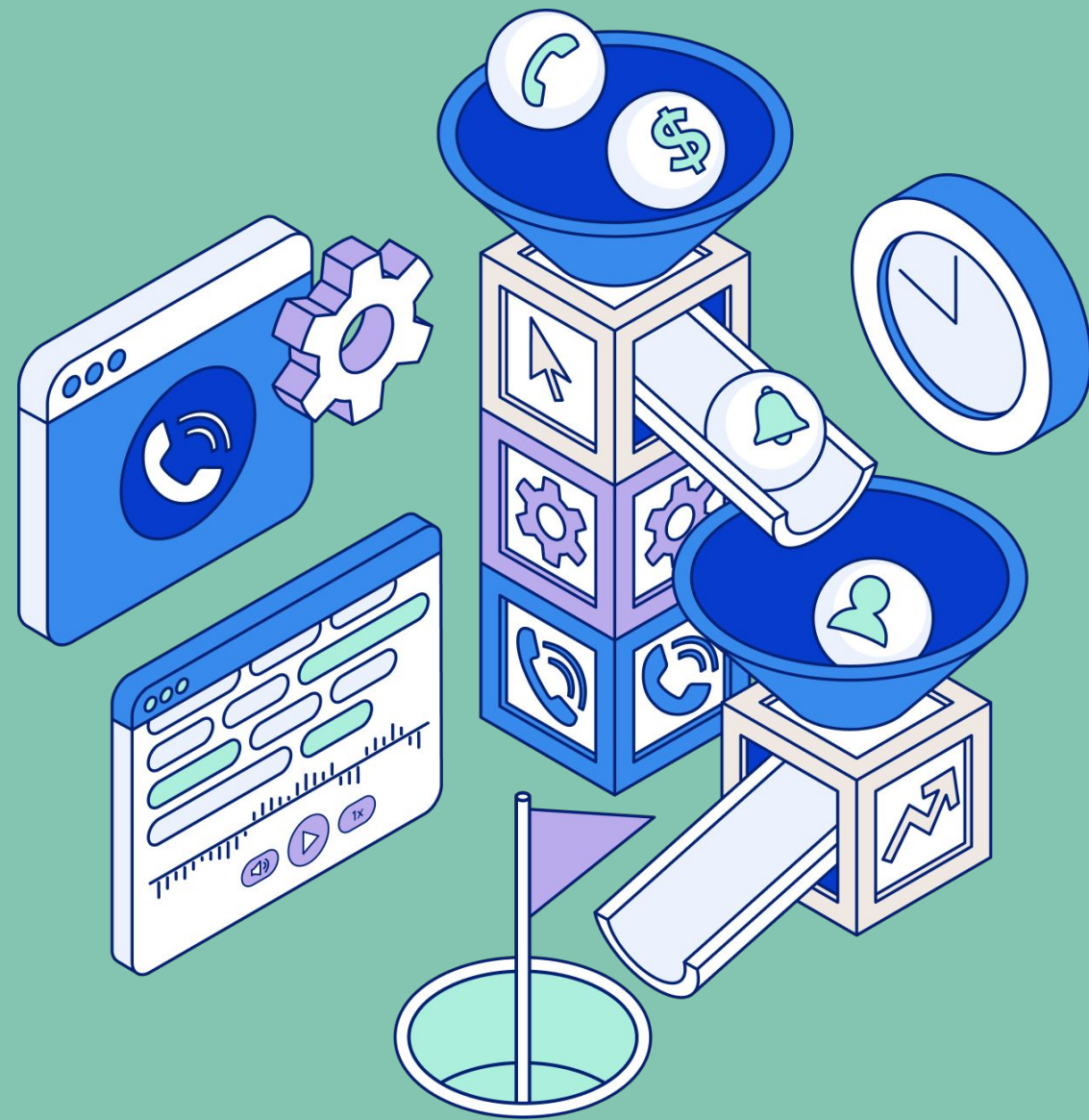
Sr. Digital Content Strategist & Copywriter at Baptist Health



The marketing team is also able to be more agile in their campaigns because it’s faster and easier to get the data they need to make decisions. “In the past, we’d present to our group every month and say this is where we’re performing,” says Anderson. “But now it’s almost the complete opposite, where every week for some of these campaigns, we’re meeting and going through the numbers.”

They are also able to pull CallRail data into Looker and see their PPC ad performance, including not only the total number of conversions but the cost per conversion.

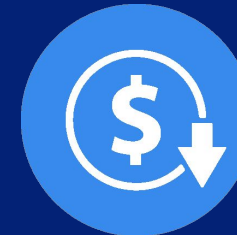
While Anderson notes they’re still not at one hundred percent (getting all of their data into their Electronic Medical Record and CRM and synchronizing that data is still a massive project they need to undertake), she emphasizes that they’re also getting far more insight than just counting a click on a Google ad as a conversion. “We could actually have this end-to-end journey and finally say, we have a return on investment, these things work and drove this many appointments,” says Anderson.



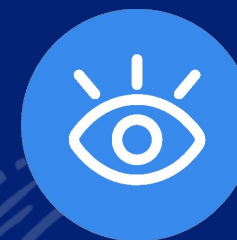
Less cost, faster turnaround, better insights, greater visibility



Multiple hours saved due to **greater automation**



~**20% cost savings** over previous solution



Greater visibility into leads and conversions



Precise insights into keyword performance

Thanks to CallRail, the Baptist Health marketing team has realized a number of efficiency and performance gains. These include:

Time savings

“Being able to quickly skim through or set up analytics or automation to see what keywords are coming up has been a huge time save,” says Anderson, who notes that she can’t even imagine how many hours it would take if she had to review transcripts manually.

CallRail’s automation rules and its ability to connect with other applications like Looker Studio, GA4, and Google Ads have also helped save time and eliminated many manual processes that were being used to move data from one data source to another.





Safer data

Protecting patient data and maintaining HIPAA compliance is extremely important to Baptist Health. Having CallRail's HIPAA Compliance Plan, which includes a signed business associate agreement (BAA) ensures Baptist Health is in compliance with HIPAA and that no PHI is collected in any tool they use without a BAA.

Cost savings

Previously, the team was paying \$100 per account, with six accounts running. Since switching to CallRail, the team has added two more accounts but is only paying \$650 versus the \$800 they would have spent with their previous vendor.

Better insights

Baptist Health has gotten “way more insights” from CallRail than they’d “ever had before,” according to Anderson. These insights have helped the marketing team more accurately determine which keywords to track and use for measuring conversions. It’s also allowed the team to implement keypad scoring, so their agents can qualify calls immediately.

Greater visibility

The team has gone from tracking leads and conversions from arbitrary metrics like how long someone was on a call or whether they clicked on an ad to having much greater visibility into the customer journey and what would really qualify as a lead or conversion.

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“Not only do I know exactly what campaigns and keywords they clicked on, I know if they converted and have a much better view as to whether they’re actually a lead. CallRail has been a lot more insightful.”

Lauren Anderson

Sr. Digital Content Strategist & Copywriter
at Baptist Health



See what’s really being said in your calls.

Try CallRail for free