

# Providence rebuilds Google Ads campaigns to reach more patients.



Providence  
Renton, Washington • <https://www.providence.org/en>



## The challenge

Providence is the third-largest nonprofit health system in the U.S., with 50+ hospitals and clinics serving five million patients annually in seven states (plus virtual healthcare services). They wanted to move from traditional to online marketing, find new ways of using search to attract patients, and reinvest savings from cost efficiencies to drive more results. Reaching mobile customers at their time of need was also a priority.

## The approach

Providence's Google Ads campaigns weren't fully optimized for cost-effective patient acquisition. After analyzing their Google Ads performance, ad group segmentation, and keyword selection problems, they restructured their account completely. They created hyper-local campaigns, focused on specific geo-locations to promote locations and online services across brands and markets, and allowed different cost per acquisition (CPA) targets for each location.

## Partnering with Wpromote

Google Premier Partner Wpromote aligned Providence's campaigns to their business operations, segmenting by service and time of day. They started universal app campaigns, localized search campaigns linked to Google My Business, and paused campaigns when a location reached capacity. "We've seen great results matching up patients, providers, and services through real-time adjustments," says Young Truong, Providence's head of search marketing.

## The results

Providence saw a 149 percent increase in Express Care virtual medical sessions, with an 89 percent drop in CPA for the online sessions. The cost per conversion (CPC) for Express Care Retail dropped 70 percent, with savings reinvested to drive more appointments within the same budget. Hyper-local targeting by location and keyword type drove an 11 percent reduction in CPA. "Wpromote is a great partner with a great understanding in search," Truong says.

**"Allowing online booking and having real-time availability has truly eased the way for our patients to have better access to health care."**

—Young Truong, Head of Search Marketing, Providence

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