

CASE STUDY:

Boosting Patient Volume and Revenue Through Integrated Print + Digital Outreach

A multi-specialty healthcare provider was experiencing **underutilized appointment capacity and stagnating revenue** despite significant marketing investment. With patients becoming increasingly difficult to engage and scheduling gaps continuing to widen, the provider **needed a multi-channel solution** that could drive appointment volume, streamline outreach, and convert engagement into measurable revenue.



By combining targeted print-based communications with digital ad display and personalized variable-data triggers, JTS created **an outreach cadence that re-engaged patients** at key moments and substantially **increased the number of scheduled visits**.



An optimized workflow connected print mailers, online landing pages, and tracking metrics into a single system, allowing the provider to monitor response, act on insights, and refine outreach with each wave. This **improved operational efficiency** and reduced the overall cost per appointment.



The solution delivered clear and measurable growth. Appointment fill rates increased, revenue per patient improved, and the provider **achieved a meaningful return** on their combined print and digital investment. What had once been empty appointment slots became revenue-generating visits and improved patient outcomes.

Simplify your process, strengthen your results, and exceed expectations.

Let's start your next project today! Connect with our team to see how we can help you deliver smarter, faster, and better.



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