



From First Hello to Lifelong Care:

Jefferson Einstein Hospital Welcomes New Movers and Secures 5,000+ Patient Referrals

About Einstein Healthcare Network



Industry	Healthcare
Business Model	Non-Profit
Website	www.jeffersonhealth.org
Location	Philadelphia, PA
Year Founded	1890

Einstein Healthcare Network, now part of Jefferson Health, was a trusted healthcare presence in Philadelphia for more than a century. Known for pairing world-class medical expertise with a deep commitment to the community, the network included multiple hospitals, outpatient centers, and primary care practices serving both urban and suburban neighborhoods. From primary and urgent care to advanced specialty services, Einstein delivered comprehensive care designed to meet the needs of diverse populations across its service area.

When new residents move into the city, healthcare is one of the first decisions they make. Einstein saw a timely opportunity: be the first to introduce themselves, make it easy to connect, and start building relationships that last well beyond the first visit.

The Challenge

In fast-moving urban and suburban markets, the window to win over new movers is short. Between unpacking boxes and navigating neighborhoods, choosing a primary care provider often happens quickly — and whichever system reaches them first has the advantage.

With past outreach efforts lacking the multi-channel, targeted approach necessary to stand out, encourage action, and measure long-term value, Einstein partnered with Strata to launch a structured, data-driven new mover campaign that could reach households at exactly the right time, highlight both urgent and specialty care services, and capture valuable data to guide ongoing marketing.

The Goals

- **Be first in the mailbox** for new movers in targeted neighborhoods
- **Convert interest into referrals** for both primary care and specialty services
- **Stay visible between touches** with consistent physical and digital presence
- **Collect actionable data** to measure ROI and sharpen future targeting
- **Create a proven playbook** that can be scaled across additional markets

The Solution

- **Timing the First Hello Perfectly:** Einstein mapped the campaign to land in mailboxes when movers were still unpacking but already thinking about healthcare. A three-touch sequence blended direct mail with targeted digital ads, making the healthcare network one of the very first names new residents saw in their neighborhood.
- **Designing a Welcome They'll Remember:** More than 26,000 households received two unique mail pieces each year — not generic flyers, but invitations to connect. Each included a QR code, personalized URL, and business reply card, plus a branded first-aid kit designed to be both practical and impossible to forget.
- **Following Up Without Fading Out:** Between mailings, addressable geofencing kept Einstein visible, delivering tailored ads that linked directly to physician referral tools and service pages. This "always in view" strategy built recognition while giving recipients more than one way to take the next step.
- **Closing the Loop with Clear Next Steps:** The final mailing acted as a nudge toward immediate action — from scheduling an appointment to attending a health event — creating a smooth handoff from "just moved here" to "I have a doctor I trust."

The Results

Over a 5-Year Period, the Campaign Achieved:

4,248

Total Responses

4% campaign-wide response rate

74.2%

Requested a Physician Referral

79.6% urban | 72% suburban

5,784

Referrals Generated

1.85 per respondent (2.38 urban | 1.77 suburban)

\$12.1M

Estimated Revenue Generated

\$11:1 ROI

The Future

The campaign also strengthened Einstein's database for future marketing, with **70.1% of respondents** providing an email address, **67.8%** a phone number, and **84.4%** a date of birth.