Turning Relocation into Activation:

LVHN Secures 2,049 Physician Referrals from Over 25,000 New Mover Households

About Lehigh Valley Health Network (LVHN)

Industry	Healthcare
Business Model	B2C
Website	www.lvhn.org
Location	Pennsylvania, U.S.
Year Founded	1899

Lehigh Valley Health Network (LVHN) is one of Pennsylvania's leading healthcare systems, offering comprehensive care through 13 hospital campuses and a growing number of outpatient facilities, physician practices, and urgent care centers. With a staff of over 20,000 professionals, LVHN is committed to delivering high-quality, patient-centered care to communities across the region.

As part of its growth strategy, LVHN aimed to reach new residents relocating to their service areas. This audience—often actively seeking new healthcare providers—offered a timely opportunity to increase visibility, earn trust, and drive patient acquisition at scale.

The Challenge

LVHN saw clear potential in reaching new movers, but lacked a turnkey solution to engage them in a meaningful, measurable way.

With no formal system in place for identifying or tracking these individuals, it was difficult to make timely introductions or gauge response. Existing efforts weren't scalable, and without personalization or follow-up, the impact was limited.

To achieve their acquisition goals, LVHN needed a targeted outreach strategy built around smart segmentation, relevant messaging, and data they could act on.
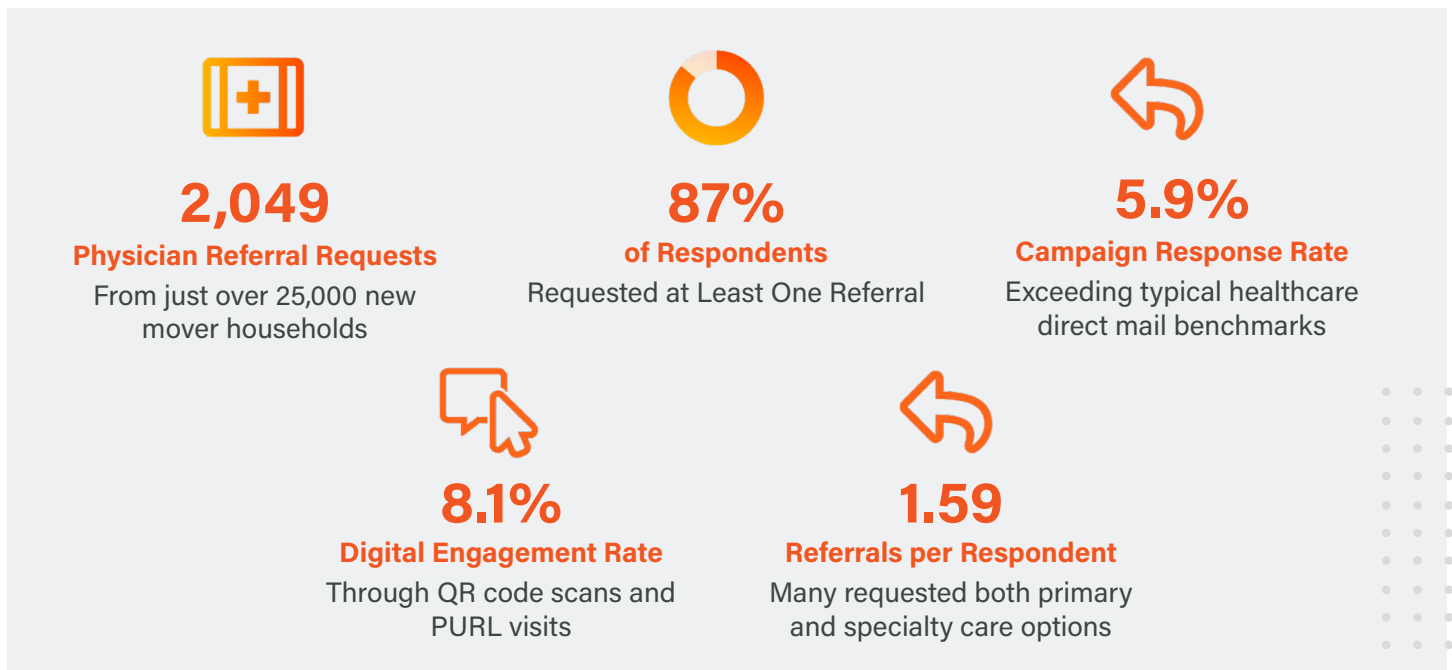
The Goals

- **Increase brand awareness** among new movers across LVHN's regional footprint
- **Prompt prospective patients** to request physician referrals through direct outreach
- **Make it easy** to engage using both traditional and digital response methods
- **Track and measure** response to improve future outreach
- **Build a repeatable framework** to support long-term growth

The Solution

▪ **Customized A/B Testing:** To determine the most effective direct mail format, LVHN tested two variations: a bifold self-mailer and a trifold version featuring a branded magnet. Both formats were designed to stand out in the mailbox and offered multiple response options, including personalized QR codes, PURLs, and business reply cards.

▪ **Targeted Segmentation:** LVHN used a third-party new mover list and worked with Strata to segment it by geography and key demographic data. This ensured the campaign focused on households most likely to be in the market for new healthcare providers. Strata helped refine the list and apply audience filters to maximize campaign relevance and efficiency.

▪ **Strategic Messaging Optimization:** The campaign introduced LVHN as a trusted provider offering accessible care across a range of specialties. Messaging was designed to be reassuring and informative, with a branded first-aid kit offered as an incentive to respond. Digital display ads using addressable geofencing extended the campaign's reach and reinforced brand visibility throughout the target areas.

▪ **Data-Driven Insights & Reporting:** Each touchpoint—QR scans, PURL visits, and mailed response cards—was tracked to generate detailed engagement data. These insights gave LVHN a clear view of what drove responses and where there was opportunity to further improve outreach. Strata's reporting laid the groundwork for data-informed decisions moving forward.

The Results

LVHN's campaign delivered strong engagement and exceeded performance benchmarks:

2,049
Physician Referral Requests
From just over 25,000 new mover households

87%
of Respondents
Requested at Least One Referral

5.9%
Campaign Response Rate
Exceeding typical healthcare direct mail benchmarks

8.1%
Digital Engagement Rate
Through QR code scans and PURL visits

1.59
Referrals per Respondent
Many requested both primary and specialty care options

The Future

With a tested outreach model and clear insight into what drives response, LVHN extended the campaign for an additional year and increased total market coverage by 30%.