

Billings Clinic

Case Study

“StrokeSense drives business to our hospital and our physicians.”

Leslie Blair, Director Marketing and Communications

The Challenge

Billings Clinic sought to establish itself as the market leader for stroke care in Billings, the largest city in a 500 mile radius region of south-central and eastern Montana and northern Wyoming, challenging its competitor, a Top 100 ranked hospital for stroke. While it began building its neuro program through aggressive recruitment of specialists from around the country, hospital leadership believed a consumer-directed clinical quality initiative would raise the bar on quality performance, improve patient care outcomes and build both preference and market share for the service line.

“It was a strategic priority for us to build expertise and experience in neurology and neurosurgery”, said Leslie Blair, Director of Marketing and Communications. “We realized that, of all neuroscience diseases and disorders, stroke accounted for the largest single-disease market need.”

The Solution

The leadership at Billings Clinic felt that primary care physicians would be more likely to refer high-risk patients to their organization if they could demonstrate superior outcomes and care for stroke patients, and that consumer self-referrals would increase through a concerted marketing and education program to promote a designated stroke center. Billings Clinic chose **StrokeSense** as the platform to organize the effort and better position the health system with both patients and providers.

“This was a competitive play for us,” Blair continued, “**StrokeSense** was instrumental in helping us organize initiatives for neurology and neurosurgery business-building.”

The Results

Using the **StrokeSense** program, Billings launched a marketing and outreach program to educate both consumers and providers on the risk factors and symptoms of stroke as well as importance of rapid and appropriate care. The campaign positioned Billings as the closest appropriate facility for emergent stroke evaluation and treatment.

Billings Clinic also to obtained JCAHO certification through the implementation of **StrokeSense**. “For us JCAHO certification for stroke centers was important; it offered a substantial and credible way to differentiate our organization from others,” said Blair. “We were pleased with improvements in our clinical quality for stroke patients.”

Within months of launching StrokeSense, Billings Clinic realized:

- an almost **50% increase** in patients with suspected stroke in the emergency department
- a **25% increase** in people presenting with symptoms of stroke post media campaign
- a **37% increase** in patients presenting with severe headache to the ED

