



CUSTOMER STORY

UAMS Achieves 2.5x Return on Ad Spend with Luma's Patient Pipeline

📍 LITTLE ROCK, ARKANSAS

+ ACADEMIC MEDICAL CENTER



\$27,400
in new patient ortho
visits from one campaign

5+
attributed visits for
a single patient

2.5x
return on ad
spend (ROAS)

THE PROBLEM

Unfilled ortho visits despite demand

The University of Arkansas for Medical Sciences (UAMS) is an Epic-first health system with a robust digital front door. But for new patients to schedule, they had to reach UAMS' website first.

"We know that patients are looking for care, and we wanted to capture that demand and get people scheduled right where they're searching," said Keith Whitworth, Director of Marketing.

UAMS chose orthopedics as the proving ground. Orthopedics benefited from Epic Open Scheduling already, but still had dozens of openings going unfilled every week.

A pilot of Luma's Patient Pipeline connected Google Ads directly to Epic Open Scheduling, helping patients searching for terms like "knee doctor near me" schedule appointments on UAMS' website.



This provided a view of how patient demand, provider availability and marketing-driven appointments were connected, while measuring impact.

Keith Whitworth
Director of Marketing, UAMS



THE SOLUTION

New patients matched with open slots from Google

UAMS used Patient Pipeline to grow its orthopedic service line by reaching patients as they shop for care. By combining marketing, scheduling, and clinical data, the team can attribute downstream revenue to the ad campaign, even after a new patient appointment.

“We’re bringing in new patients, making good use of our providers’ time, and growing revenue for the service line,” said Paul Stover, service line leader for orthopedics and Vice Chancellor for Institutional Support Services.

HOW IT WORKS

- 1 Marketing leaders see where they have capacity, plus competitive analysis.
- 2 Patient Pipeline reaches patients with Google Ads based on real provider availability in Epic.
- 3 Patients click the ad and schedule directly through MyChart.
- 4 Marketing leaders can follow the downstream care and revenue from the ad click.

OUTCOMES

Get their results

 Close the data gap between marketing and access HOW-TO: Real-time schedule data helps marketing teams understand where to devote ad spend.	 Advertise only open slots HOW-TO: Patient Pipeline uses UAMS’ schedule to advertise only providers who have openings available soon.
 Attribute downstream care and revenue HOW-TO: A single ad click led to 5+ visits, and “we were able to see the downstream impact tied to marketing-driven appointments,” said Whitworth.	 Add to a strong marketing and access strategy HOW-TO: “We’re always optimizing our digital front door,” said Michelle Winfield-Hanrahan, Chief Clinical Access Officer. “Now we can get more people to it.”

Luma can help you target patient acquisition for your highest-value service lines.

→ Learn more at lumahealth.io