

Linksource

Connecting marketing to ROI

What Linksource enables



Tracks how users enter Epic from campaigns

Identifies the source of patient engagement from your landing pages or website.

Campaign / website

User clicks a link

Linksource code

Captures source (1st touch attribution)



Epic / MyChart activity

Patients engages in portal and healthcare activity

Data warehouse / lake

Data extracted, cleaned, and aligned with other sources



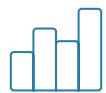
ROI attribution

Measure performance and demonstrate impact







Connects digital activity to patient encounters

Each encounter is stored as an individual folder for Epic.



Captures session-level engagement data

Linksource field captures all activity within MyChart for that session.

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Define governance & Linksource logic
 Establish consistent rules, naming conventions, and attribution logic across channels.
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Build custom tracking framework
 Develop custom scripts and processes for Linksource code generation and implementation.
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Integrate Epic data with your marketing data
 Extract and align data into your warehouse or lake for a single source of truth.
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Enable ROI attribution & reporting
 Create dashboard and reports that connect marketing investment to patient actions and outcomes.