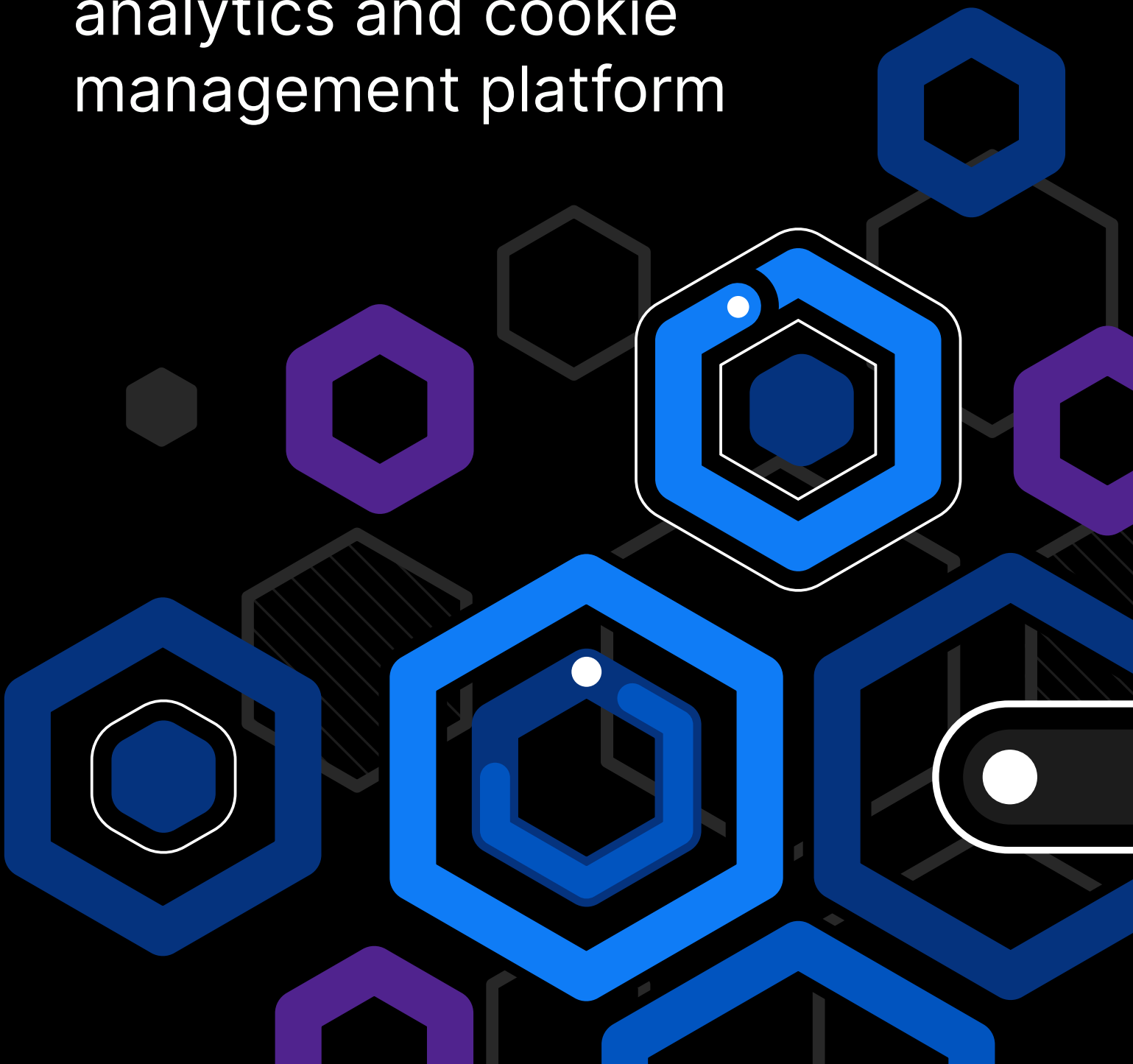


PIWIK **PRO**

Terveystalo

How Terveystalo increased
online appointment bookings
by 16% with privacy-first
analytics and cookie
management platform



80% to 96%

Online appointment booking self-service rates increased from 80% to 96% – a 16-percentage-point improvement

Reduced call center volume

through improved self-service adoption, enabling customer service teams to focus on complex patient needs

8% increase

Interface optimization: Converting standard booking button to floating call-to-action increased clicks by 8%

The screenshot shows the Terveystalo website homepage. At the top, there is a navigation bar with the Terveystalo logo, a menu icon, and links for 'Customer service', 'Prices', 'Remote appointment and Doctor Chat', and 'More'. A 'Use online services' button is also present. The main header features the text 'Easy access to care' and 'Meet us on site or remotely.' Below this is a prominent 'Book a time' button. A secondary navigation bar includes icons and links for 'Emergency services', 'Prices', 'Payment options', and 'Remote services'. A 'Popular services' section follows, with buttons for 'General practitioner', 'Gynecologist's appointment', 'Orthopedics and traumatology', 'Dermatology and allergology', and 'Children's healthcare'. Two featured content blocks are visible: 'Contact a doctor 24/7' with an image of a family and text describing remote services, and 'Start using the Terveystalo app' with an image of a smartphone displaying the app interface and text explaining the app's benefits.

Terveystalo is Finland's largest private healthcare company, serving millions of customers with 14,000 healthcare professionals. The company is committed to making healthcare accessible through digital solutions while maintaining strict data privacy standards. Their digital development team includes 120 people, with 15-20 specialists dedicated to analytics and data-driven optimization.

Terveystalo

Industry: Healthcare

Location: Finland

The challenge: Analytics that protects patient privacy

For healthcare providers like Terveystalo, finding the right analytics tool comes with strict requirements that go way beyond what most businesses deal with.

"Working with health information, we are extremely conscious about privacy and where our data is stored. We want to be sure that it never leaves the EU, and we put data privacy and data security above everything else."

Jukka Jokelainen

Web Analyst at Terveystalo

Before switching to Piwik PRO, Terveystalo was using a self-hosted version of Matomo. However, self-hosting analytics was consuming valuable technical resources while preventing them from using modern analytics features that help healthcare organizations improve patient experiences. They needed a solution that could deliver powerful analytics while maintaining their strict privacy standards.

When looking at alternatives, Terveystalo compared major providers like Google Analytics and Adobe Analytics. But these platforms couldn't meet their basic requirement that healthcare data remain within EU borders at all times.

Strategic migration: From self-hosted to enterprise privacy

The migration to Piwik PRO represented a logical evolution from their Matomo foundation. The platforms' architectural similarities enabled a seamless transition, allowing Terveystalo to maintain their existing data layer structure while gaining access to essential analytics capabilities.

For consent management, Terveystalo selected Cookie Information based on specific requirements, including pricing and scalability. A critical feature was multi-site consent capability, enabling users to opt in to tracking once across multiple websites without repeatedly encountering cookie banners.

Anonymous analytics: Maximum insights with zero Compromise

Terveystalo has been using Piwik PRO for around five years, developing a complete privacy-focused analytics foundation. Their privacy measures go beyond industry standards, including masking IP addresses through their own proxy server, sanitizing sensitive URL parameters, and ensuring complete data isolation once users authenticate.

"We use our own proxy server to mask IP addresses before sending them to Piwik PRO and avoid collecting hashed user IDs. We have no marketing tracking pixels on appointment booking pages and no advertising networks receive data once a person logs in."

Jukka Jokelainen

Web Analyst at Terveystalo

This anonymous approach allows Terveystalo to analyze user journeys across multiple sessions while maintaining complete privacy protection. As Finland's largest healthcare provider, serving three million customers in a nation of 5.6 million people, they leverage statistical analysis on aggregated data to measure the effectiveness of optimization without tracking individual patients.

Would you like to know more?

Let us walk you through all the functionalities of Piwik PRO Analytics Suite and answer all your questions.

[Get a custom demo](#)

Transforming healthcare access: The 96% self-service success

The impact of data-driven optimization has been transformative for Terveystalo's core service: online appointment booking. Through systematic analysis and optimization of their booking flow, the company achieved remarkable improvements in self-service adoption.

Self-service booking rates increased from 80% to 96% – a 16-percentage-point improvement that directly translates to reduced call center volume and enhanced customer satisfaction. This optimization enables customer service teams to focus on addressing more complex patient needs, while patients benefit from faster and more convenient access to healthcare services.

Discovering hidden user behavior

Analytics revealed surprising insights about patient behavior that challenged internal assumptions. Analysis showed that **more than 40% of private customers actively reviewed doctor information before booking appointments** – a discovery that fundamentally changed how Terveystalo approached physician profiles.

This insight led to an initiative encouraging doctors to create more detailed descriptions of their specialties. The results were immediate: physicians who provided comprehensive information about their specialties experienced significantly higher booking rates compared to those with minimal or no profile information.

Optimization through testing: Small changes, significant impact

Terveystalo's testing program has revealed insights that drive continuous improvement. Two notable examples demonstrate the power of data-driven decision-making:

- **Interface optimization:** Converting a standard booking button to a floating call-to-action increased clicks by 8%. This seemingly minor UI change had a measurable impact across their high-traffic.
- **Pricing transparency:** Against expectations, showing prices earlier in the booking process actually increased conversions by building trust with patients who prefer upfront pricing information.

Real-time ad optimization and continuous innovations

With data available within hours, Piwik PRO Analytics Suite enables Terveystalo's marketing team to optimize campaigns in real-time. Teams can quickly identify better-performing ad variations and allocate budget accordingly. This agility is particularly valuable in healthcare marketing, where timing and relevance are crucial.

"With Piwik PRO's rapid data processing, we can implement agile campaign optimization strategies. When testing multiple ad variants simultaneously, this immediate feedback loop enables us to quickly identify top performers and reallocate resources accordingly to maximize our ROI."

Jukka Jokelainen

Web Analyst at Terveystalo

Empowering teams through user-friendly analytics

One of Terveystalo's most significant achievements has been democratizing data access across their organization. The marketing team now operates independently, building custom dashboards and reports without requiring assistance from the data team.

"Our marketing team has been trained to build dashboards and custom reports in Piwik Pro themselves and they are pretty good at using the tool. It's quite rare that they need our help nowadays. They have built at least three dozen dashboards themselves that they are using."

Jukka Jokelainen

Web Analyst at Terveystalo

Advanced analytics: beyond standard reporting

Terveystalo leverages Piwik PRO's raw data access for sophisticated analytical applications that extend far beyond standard web analytics. Their advanced use cases include:

- **Process mining:** The team uses raw data for process mining applications, mapping user flows graphically to identify non-obvious behavior patterns. This approach reveals insights such as why 5-10% of users follow unexpected pathways, enabling targeted optimizations.
- **Machine learning applications:** Recent projects include using Piwik PRO data to train machine learning models for bot detection and traffic pattern analysis.
- **Demand forecasting:** Analytics help identify high-demand services in specific locations, enabling data-driven scheduling decisions. When analysis reveals high demand for specialists, such as eye doctors, in particular cities, Terveystalo can advise physicians to increase their availability, creating win-win scenarios for both patients and providers.

"I really like that Piwik PRO is simple on the surface but advanced enough for detailed analysis due to access to raw data. When we are onboarding new users, it's really simple to explain what they can do."

Juha Rasi

Web Analyst at Terveystalo

GDPR excellence: Setting the standard for healthcare analytics

Terveystalo's implementation demonstrates how organizations can achieve comprehensive analytics while exceeding GDPR requirements. Their approach includes complete IP anonymization, elimination of advertising network data sharing post-authentication, and minimal data collection principles that prioritize patient privacy above all else.

This privacy-by-design approach enables statistical analysis at scale without compromising individual privacy. With millions of data points available, Terveystalo can identify trends and measure the effectiveness of optimization, rather than focusing on tracking individual users.