



ADVERTISING CASE STUDY



brainfood

Converging business strategy, creative thinking, and new technology

HEALTHCARE MARKETING: TRUST ME I'M THE DOCTOR

MAKING MEDICAL EXPERTS ACCESSIBLE AND MORE
HUMAN FOR THOSE AUDIENCES THEY MAY TREAT.



fabcom
integrated strategic marketing

MEET THE EXPERTS AWARENESS AND POSITIONING CAMPAIGN

Situation

Chief administrators of a two-hospital integrated healthcare delivery system felt that their affiliated physicians did not have enough exposure to the community. They needed a mechanism to raise awareness and drive traffic to the newly developed physician network and generate on-going referrals.

Goals/Objectives

Goals

- Drive PSA and SSA traffic to hospital gateways
- Increase referrals to system-affiliated physicians

Meet the Experts

Objectives

- Increase referral-request calls from public to the system's referral line
- Position system-affiliated physicians as experts
- Position system-affiliated physicians as approachable and communicative

Strategy/Tactics

A print ad series was developed to position the physicians of Sun Health as Experts and real people and, in so doing, attract new patients. This tactic was supported by focus group research findings which indicated that expertise and affability are the two main factors used when selecting a physician and subsequently selecting a healthcare facility.



A campaign focusing on the cardiology and neurology departments was already running at this time and another targeting "newcomers" in the community was about to launch. FabCom created a print ad series which could exploit the efficiencies of the existing campaigns to neutralize the restricted budget and the fact that this program was not part of a budgeted marketing campaign.

Creative was developed which complemented the current communication running in the media. The strategy was implemented to best backfeed ongoing initiatives. FabCom also integrated a "Meet the Experts" exhibit at a "Fun and Fitness Festival." Consumers had the opportunity to speak one-on-one with a specialist physician of their choosing at this community event.

Results

Five specialist physicians each spent approximately one and one-half hours in the "Meet the Experts" exhibit, meeting with an average of 13 potential new patients each, for a total of 66 prospective new patients at the event. All of the prospective patients were newcomers to the area or wanted to select a new specialist and all participants, including the physicians, had positive comments about the event and their interaction. Calls to the physician referral line increased 55% over the previous year's results.



Weekly local newspaper ads

FabCom is a full-service strategic marketing, PR, and advertising firm

Principal: Brian Fabiano
Employees: 38
Local Area Billings: \$42.1 Million*

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*Amortized for media billings as calculated in the Phoenix Business Journal Book of Lists.