

Patient and Physician Acquisition

COMPANY	■ A hospital system in Philadelphia, PA, offering state-of-the art healthcare with a multitude of specialties and programs
AUDIENCE	■ Potential patients and physicians
CHALLENGE	■ Philadelphia is an extremely competitive market with four major hospitals vying for the commercially-insured market share
GOALS	■ <ul style="list-style-type: none">• Differentiate the hospital from the competition through building brand reputation and awareness of innovative services• Increase patient acquisition• Recruit and retain physicians
STRATEGY	■ Develop a marketing plan that addresses both patients' and physicians' needs, and optimize content marketing by creating educational touch points to targeted audiences
TACTICS	■ <ul style="list-style-type: none">• Launch a multi-channel rebranding and positioning campaign that highlights the hospital's specialties• Create a TV campaign highlighting specific departments and physicians• Redesign the current website with new content and improve user experience:<ul style="list-style-type: none">- Perform full information architecture and content audit on their current website, identifying which content should be rewritten and the level of improvements needed for each page to improve readability and usability- Create 'Latest News' and 'Latest Events' sections to keep the home page current- Feature specific calls-to-action in the right column on every page to drive response- Customize landing pages for key services• Develop a series of events that include: educational webinars and videos featuring physicians speaking on topics, such as "The Early Warning Signs of Heart Disease, Cancer and Diabetes"• Design a series of e-newsletters, email and direct mail pieces targeted to specific audiences
RESULTS	■ <ul style="list-style-type: none">• Increased the number of new patients by 23% within the first 3 months• Increased physician recruitment by 21%• Received more than 7,700 'Find a Physician' searches and more than 4,900 doctors' profile views, a 28% increase in profile views within the first 6 weeks of the campaign• Increased from 150 monthly event views to more than 3,700 event views within the first 3 months• Hospital peer rating improved from 5th place to 2nd place out of 11 hospitals in yearly ratings survey