

# CASE STUDY

## The Methodist Hospital Drive Physician Attendance to a Cardiovascular Symposium

- COMPANY** ■ The Methodist Hospital System, based in Texas, is consistently ranked as one of the best hospitals in Texas. The private, adult teaching hospital is also among the country's largest non-profit health care providers. It is nationally ranked in 13 specialties.
- AUDIENCE** ■ Cardiologists
- CHALLENGE** ■ Physicians today are extremely busy and need to be reminded that attending industry seminars is essential to the growth and success of their practices.
- GOALS** ■
  - Drive cardiologists' attendance to the first annual *Dr. Gotto's Cardiovascular Symposium*
- STRATEGY** ■ Leverage the world-renowned physician, Rhodes Scholar, and cardiovascular researcher's reputation to encourage physician delegates to attend the cardiovascular symposium in Houston, TX.
- TACTICS** ■ Developed and implemented a two-stage direct mail program, which included:
  - First mailer: Create event awareness through a "Reserve the Date" mailer
  - Second Mailer: Promote action through a "Registration" mailer that prompted recipients to call or visit the website to register for the event
- RESULTS** ■ Exceeded attendance goal by 22%

