



Case Study

ROI ranges from 5x-13x.

Category:

Healthcare/Surgery Center

Situation:

Forest Park Medical Center was a brand-new, full-service acute-care hospital focused on high-quality surgical services. Their goal was to position themselves as the premier facility in the market, thereby recruiting the area's best physicians and driving incremental cases across a variety of surgical specialties.

Challenge:

The local marketplace was extremely competitive and very crowded. But that was just the beginning. Forest Park was an out-of-network provider. And as a start-up facility, they needed to build brand equity quickly to pay back significant investments in their facility and state-of-the-art technology.

Solution:

Our team realized an increase in surgery volume would lead more doctors to become interested in using the Forest Park facility. We went to work endearing our brand among physicians — creating a fully integrated marketing plan for each surgical vertical — mainly focusing on direct response/lead generation. Verticals include bariatric, spine, orthopedic and plastic surgery.

Results:

- Success has been regarded by all as astronomical.
- In less than a year from opening, Phase II and Phase III construction has broken ground to keep up with the pace of growth.
- ROI for various verticals ranges from 5x-13x depending upon the specialty.