



The Minimally Invasive
SPINE INSTITUTE®

Case Study

Delivered ROI of more than 400%.

Category:

Healthcare/Spine

Situation:

Two established spine surgeons were looking for a way to increase their number of cases per month. In a fierce market, they needed to create a brand that would differentiate their practice from the sea of growing competition — both locally and nationally.

Challenge:

Our primary challenge was to do more than simply generate awareness for the Minimally Invasive Spine Institute. We needed to educate consumers about the differences between traditional spine procedures, so-called minimally invasive procedures performed by others and the most advanced minimally invasive techniques offered by the Minimally Invasive Spine Institute. (Numerous facilities were promoting minimally invasive spine procedures that led to significant muscle tearing and required further recovery similar to that of traditional surgeries — plus most competitors only performed one or two specific procedures.)

Solution:

Our team came up with more than a new campaign. We created and named a whole new entity that would serve as a benchmark for the industry — redefining how the entire category would be perceived. This new brand positioning and name spawned an integrated campaign driving potential patients to request appointments or consultations online and by telephone. Components of our media plan included nationally/internationally targeted paid search (PPC), search engine optimization (SEO), a new website, collateral, outdoor and TV.

Results:

- Developed name and brand identity to concisely communicate point-of-difference.
- Established MISI as a national player in the category.
- Increased patient leads by more than 5x since campaign launch.
- Significant increase in the number of cases per month; growth continued as we moved into international media outlets.
- Delivered ROI of more than 400%.