

CASE STUDY

Simple wins inspire a 200% increase in bariatric patient engagement.

Ellis Medicine | Bariatric Campaign

They're the little things most take for granted. Playing with kids, taking a walk, crossing your legs are life-changing events after losing weight. We shared moments like these, both big and small, in a moving and memorable campaign for bariatric surgery at Ellis Medicine. In the first six weeks, our integrated campaign drove approximately 2,500 unique visitors to Ellis' bariatric web content, a 400% increase in traffic. Online seminar views increased by 200%, and office visits doubled during the first month to their highest levels in 18 months; both leading indicators for future volume to this highly profitable specialty.





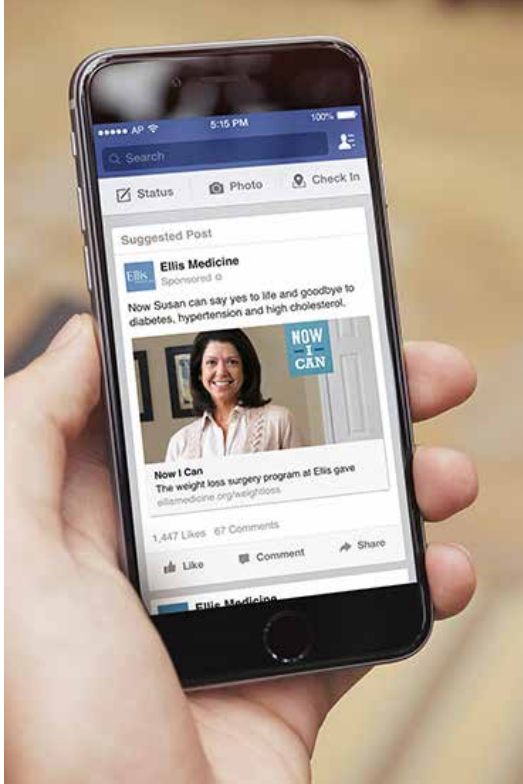
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Diagnosis

Obesity is an epidemic. More than one third of adults in the United States qualify as obese, causing many to suffer from chronic health issues. Whether obesity is a result of bad genes, emotional hardships or lifestyle choices, there is one thing most overweight people know to be true: losing weight is hard. In many cases, people found they couldn't do it on their own and they needed help to get their lives back.

Ellis Medicine has helped countless patients across the Capital Region lose weight through bariatric surgery and weight loss coaching. The patients who have gone through the bariatrics program had amazing things to say about their experiences and incredible stories to tell about their life-changing transformations. We recognized an opportunity to inspire others in the Capital Region to make positive change through Ellis' Bariatric Program.

**NEW PATIENT
APPOINTMENTS
DOUBLED**
{ 200% INCREASE }
in office visits



3



4



5

The campaign highlights the physical and emotional transformations of real patients and encourages people to start a conversation with Ellis' Bariatric Program.

2,500
UNIQUE
WEB VISITS

Prescription

The goal of the weight loss surgery campaign was to help drive volume to the program through appointments, phone calls and online seminar sign-ups. In order to get more patients in the door, we needed to start a conversation about why obese individuals should commit to positive change and a healthier life.

We focused the campaign around the aspirational headline, "Now I Can." The messaging highlights the physical and emotional transformations of real Ellis patients who lost significant amounts of weight and the things they can do now that they couldn't prior to weight loss.

We interviewed patients and asked them to share some of their personal "Now I Can" stories. Some of their answers focused on things easily taken for granted by the average person, such as the ability to cross their legs, sit comfortably on an airplane or shop for clothes off the rack. Others were amazed at the improvements to their health like being able to sleep without a breathing machine and no longer having to worry about diabetes. Many found happiness in bigger life changes, such as being able to run a 5K race and gaining the confidence to participate in life again, instead of sitting on the sidelines.

Treatment

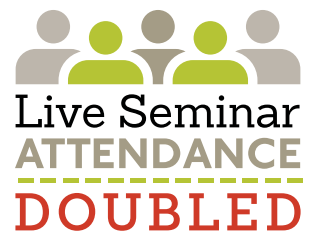
The "Now I Can," moments allow the target audience (obese individuals with a BMI of 35 or higher) to picture what their life could be like if they got help and lost the weight. The calls to action encourage people to start a conversation with Ellis' Bariatric Program by seeking out information online, giving the program a call or signing up for a free seminar.

The campaign was executed through a :15 and :30 TV spot and a long-form video for web. Print ads, billboards and online display ads promoted the "Now I Can" concept with the amount of weight each patient lost after getting help from the Ellis Bariatrics Program. A conversion optimized landing page serves as a central hub for the campaign, including buttons to make an appointment or sign up for a free online seminar.

Post-Op

The campaign drove approximately 2,500 unique visitors to Ellis' bariatric content over the first six weeks of the campaign, representing a 400% increase in traffic year over year. Additionally, online seminar sign-ups increased by 25%. Driving traffic to bariatrics programs can provide high ROI for hospitals. Even more importantly, an increase in traffic demonstrates that people who suffer from obesity are taking action to get their lives back and people around the Capital Region are inspired by Ellis' "Now I Can" stories.

Web Seminar ATTENDANCE



Awards:

PLATINUM
Best Marketing
Campaign:
400+ Beds
2016 eHealthcare
Leadership Awards

GOLD
Service Line
Promotion,
Bariatric Services:
300-499 Beds
2016 Aster Awards

MERIT
TV, Single Spot:
250-500 Beds
2016 Healthcare
Advertising Awards
