

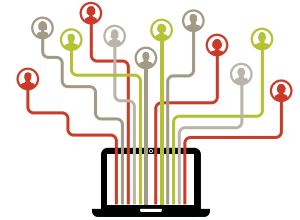
CASE STUDY

How a hospital CEO stopped worrying and increased web traffic 1100%.

Ellis Medicine | Rebrand

When CEO Jim Connolly took over at the newly reorganized Ellis Medicine, he was faced with aligning three diverse care organizations and changing the brand's perception in the market. He wanted an experienced healthcare marketing firm that could deliver creative solutions, on-target strategy and results, so he could focus on building a better healthcare organization. The integrated branding campaign and drive-to-web strategy that Smith & Jones delivered successfully repositioned Ellis as a leader in healthcare reform and increased site traffic exponentially (over 200,000 unique visitors per month compared to a baseline of 18,000 per year), garnered over 170,000 completed video views annually in 2014, as well as multiple creative healthcare advertising awards. And that made Jim very comfortable.

200,000+
UNIQUE
WEB VISITORS
PER MONTH



[vs. 18,000 the prior year]

**REINVENTING HEALTHCARE
ONE PATIENT AT A TIME**

1.888.ELLIS.INFO (1.888.355.4746) | www.ellismedicine.org

Ellis
MEDICINE

Diagnosis

The Ellis Medicine story began with a major reorganization and consolidation of services mandated by the Berger Commission and NYS Department of Health. Three distinct hospitals were united to create a single healthcare network that would provide acute care to a diverse community in and around the Capital Region of Upstate New York. Ellis Medicine was born, faced with the challenges of diverse organizational missions, unaligned facilities and a low public opinion of the quality of care offered.

With two dominant health networks nearby, Ellis was perceived as the third player when ranked for the top drivers that influence consumers' healthcare decisions (cardiac care, emergency care, cancer treatment and diagnostics). The organization was in need of a differentiated position and a fresh identity to gain market share in a competitive healthcare environment.

ONLINE
DISPLAY AD
CTRs 
TWICE
NATIONAL AVERAGE



2

What makes this campaign credible to an audience that demands transparency and honesty is the candid interviews with real patients, doctors and staff.



3

 **WEB**
VIDEO VIEWS
DOUBLED
EACH YEAR



4



5



6



7



8



- 4 Bus shelter advertising
- 5 Facebook page
- 6 Service line brochures
- 7 Staff buttons
- 8 Wayfinding system & graphics

Prescription

The public's poor perception of the state of healthcare, in combination with Schenectady's rich history of invention (the light bulb, etc.) and the massive changes forced by the Berger Commission, presented us with a once in a lifetime opportunity: to position Ellis as a leader in healthcare reform, a hospital system that is reinventing the way we care for the community.

Treatment

"Reinventing healthcare, one patient at a time" became the creative expression of this positioning. The idea acknowledges Ellis Medicine's leadership role, while at the same time recognizing the organization's patient-centered culture and reminding doctors, patients and donors what's in it for them. As a rallying cry it has brought unity to Ellis Medicine's diverse staff and helped set the brand apart in a noisy, "me-too" healthcare market.

What makes this campaign credible to an audience that demands transparency and honesty is the candid interviews with real patients, doctors and staff. Presented in short- and long-format videos for television and the web, their poignant, often touching accounts demonstrate how Ellis delivers on the promise to improve the healthcare experience for every patient.

The brand launch led with owned media, exploiting the hospitals' internal signage, brand-inspired interior décor, digital displays and website to introduce the new brand to the 3,300+ employees, thousands of doctors, patients, family and visitors passing through Ellis's three campuses each day. An integrated, mass market campaign followed with creative executions for print, television, outdoor and online advertising. Service line campaigns for heart, maternity, neurology, emergency care and oncology were rolled out, featuring patients and physicians from each specialty area. The Ellis Medicine website was completely redesigned to reflect the new brand, and overhauled to accommodate the deep and changing content generated for the campaigns.

Post-Op

As a result of our brand development and campaign work, Ellis Medicine now has:

- Brand standards and guidelines, with consistent execution network-wide
- A brand architecture in place to guide naming and identity decisions across multiple sub-brands, facilities, service lines, business units and partnerships
- Internal alignment around a single brand promise
- A high level of differentiation from competitors in both primary and secondary markets
- Over 200,000 unique web visitors per month (70% seeking health and provider information). In comparison, ellismedicine.org had only 18,000 unique visitors (90% searching for a job) in the entire year prior to brand launch
- Views of our patient and physician web videos have doubled each year, with over 170,000 completed views in 2014
- Online display advertising CTRs of 0.3%, versus the national average of 0.08%

“
They did exactly
what they promised.
There were no
surprises.
”

Jim Connolly
former CEO
Ellis Medicine



Awards:

JUDGE'S CHOICE
Cardiovascular
Advertising Awards

PLATINUM
eHealthcare
Leadership Awards

MULTIPLE: GOLD,
SILVER, BRONZE
Healthcare
Advertising Awards

MULTIPLE: GOLD,
SILVER, BRONZE
Aster Awards

BRONZE
Telly Awards
