

CASE STUDY

A foot in the door leads to over 150 joint surgeries.

St. Francis Hospital | Orthopedic Campaign

Saint Francis Hospital in New York's Mid-Hudson Valley had a first-rate orthopedics program but lacked the awareness and positive perception needed to drive referrals and increase elective procedure volume. After an uninspiring ad campaign failed to move the needle, Saint Francis hired Smith & Jones to get results for the orthopedics service line.

INCREASED
ROI
4500%



He was up and around in no time.

He just loves sports. Softball. Football. Skiing. Not just watching, but participating. That's why, when he hurt his knee last year, he came to Saint Francis Hospital. We're the leading surgical center for bone and joint disorders in the region. That's because, in addition to orthopedic surgery and rehab, we also have The Therapy Connection. And because everything is right here, our team can coordinate your care from diagnosis through recovery — to get you back in the game in the shortest time possible. To take the first step ... call us. We're listed in the NYNEX Yellow Pages.

the
Orthopedic
Center
at SAINT FRANCIS HOSPITAL

35 NORTH ROAD, POUGHKEEPSIE 1-800-295-9559



We're very popular with the hip crowd.

She loves to dance. The Foxtrox. The Walts. Every Saturday night. To think, just a few months ago, even walking was painful because of the problems with her hip. Until she called us for help. We're the leading surgical center for bone and joint disorders in the region. Not just for orthopedic surgery, but for rehabilitation, too. And because everything is right here, our team can coordinate your care from diagnosis through recovery — to reduce your discomfort and increase your independence in the shortest time possible. To take the first step ... call us today.

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Diagnosis

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Prescription

Because most orthopedic treatments are elective procedures, patients' primary care providers were an important referral base, so our campaign needed to target both the consumer and referring physicians to build awareness and increase volume. Physicians wanted skilled orthopedic doctors who could see their patients promptly. Consumers had much more personal motives: they were suffering from pain, loss of mobility and the inability to partake in their favorite past times.

Treatment

Smith & Jones developed an emotionally compelling healthcare marketing campaign that focused on pain management and the return to active lifestyles; hot-button issues that resonated with patients. The ads appeared in high visibility television, print and outdoor media, achieving 75% market penetration in Saint Francis's primary and secondary markets.

The challenge with marketing orthopedic services to referring physicians was getting our message past the office gatekeepers; the administrative staff that filter incoming mail and prevent direct marketing from reaching the decision makers. We overcame this barrier by creating an oversized box with a large artificial femur inside and the memorable message, "When it comes to bones, we're the joint." Delivered in person by our own courier, this highly effective marketing vehicle couldn't be missed by our target audience.

Post-Op

The results from the Orthopedic campaign were impressive:

- Over 150 total joint surgeries were attributed to the campaign
- Revenue generated exceeded 4,500% of campaign cost

OVER 150
JOINT
SURGERIES

ATTRIBUTED TO CAMPAIGN

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Awards:

BEST OF SHOW
Healthcare Advertising
Awards
