

CASE STUDY

Orthopedics campaign smashes lead generation goals.

Susquehanna Health | Orthopedics Campaign

When Susquehanna Health, a 360-bed health system in Williamsport, Pennsylvania, approached us with a need to expand market share and build volume for its orthopedic service line, we developed a strategy to align the health system with the faith-based values of its surrounding population. The campaign outdid itself, delivering 123% of its lead generation goal.

123%
of LEAD GEN
GOAL



Andee Dunham,
Mansfield
Shoulder Surgery

Recovering *from an injury isn't a miracle*

It just feels like one

It's hard to believe that not long ago, Andee could hardly lift a hammer. So we fixed her shoulder injury – faster and better than she ever thought possible. At Susquehanna Health, treating a shoulder injury isn't a miracle, but Andee will tell you it sure feels like one.



Learn more: SusquehannaHealth.org/Miracle | (570) 321-2020 | We accept most major insurance plans including Geisinger® Health Plan.



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Diagnosis

While Susquehanna Health offers the latest in orthopedic care, discharges patients faster and has lower readmission rates than any other hospital in the region, larger competitors with more money and smaller competitors with more reputable brands were stealing patient volume. Susquehanna Health’s Bone & Joint Institute is a standout choice for orthopedic care but needed help standing out from its competition.

Prescription

Smith & Jones strategy was to align the organization with the traditional values of the community in an emotional and compelling way. The campaign concept, “Relief from joint pain isn’t a miracle, it just feels like one,” taps into the spiritual nature of the target audience and reflects the patient benefit of receiving orthopedic care at Susquehanna Health.

OVER ~~-----~~
22,000 
UNIQUE
WEB VISITORS

12,000+
 CONTENT
 INTERACTIONS




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Relief *from* joint pain *feels like a miracle*



Susquehanna Health
Bone & Joint Institute

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Awards:

GOLD

Service Line:
Orthopedic Services
Aster Awards

SILVER

Direct Mail
Healthcare
Advertising Awards

SILVER

Orthopedic Direct Mail
Campaign
Healthcare Marketing
Report

Treatment

We executed the campaign across numerous media, both traditional and digital. Television, outdoor and digital advertising drove potential patients to a landing page where they could watch patient story videos and learn more about their options.

Paralleling the consumer engagement campaign is a direct mail piece that was sent to referring physicians with the message "Helping your patients find relief from joint pain isn't a miracle... It just feels like one." Inside the package is a large button that, when pressed, plays a sound clip of a heavenly choir of angels singing in unison. The box included information about Susquehanna's Bone & Joint Institute and stressed how together they could help patients return to normal activity.

Post-Op

Susquehanna set an aggressive lead generation goal. The campaign beat it, generating 123% of the target. It also garnered more than 22,000 unique visitors to the landing page and more than 12,000 interactions such as video views and landing page conversions.