

CASE STUDY

Cancer campaign generates 40% increase in consultations.

White Plains Hospital | Cancer Campaign

Just prior to discovering Smith & Jones, White Plains hospital rebranded. They did it to improve reputation and boost patient volume. While the rebrand was well-liked by employees, it didn't do much to change reputation or move the needle on volumes.

White Plains hired us to take a crack at the difficult problem of changing perceptions and outmigration. Our approach worked, generating increases in various consultations by up to 40%.

40%
INCREASE IN
NEW
GENETIC
CONSULTS





2



3

Yesterday, advanced genetic testing gave Caitlin the confidence to start a family.

Caitlin's family had a history of cancer. So when she was ready to have kids of her own, her obstetrician recommended genetic testing. At the White Plains Hospital Center for Cancer Care, she found an experienced genetic counselor, Nicole Foster, and a program designed around prevention and treatment, supported by all the cancer-fighting resources of Montefiore. Nicole guided her through difficult decisions and a life-changing surgery. Today, Caitlin can focus less on her cancer risks and more on her life as a new mom.

See if genetic counseling is right for you at exceptionaleveryday.org/genetics

WP White Plains Hospital
Exceptional. every day.

A MEMBER OF THE MONTEFIORE HEALTH SYSTEM

4

38% INCREASE IN THORACIC CONSULTS

People only choose between great clinical outcomes and superior patient experience because they think they have to. In reality, people want the right mix of each.



5

Diagnosis

It's just a short ride from White Plains, NY to New York City, home of some of the world's greatest hospitals. And while White Plains' recent rebrand had raised awareness of the hospital, it hadn't solved the core problem: potential patients equated great clinical care with hospitals in Manhattan.

They also equated caring, thoughtful service to other players in the market. Smaller community hospitals in affluent suburbs had a reputation for white glove service and caring staff.

This was strange to us. We had reviewed the numbers from every angle, so we knew that White Plains was on par with the best players in the market on both counts.

Prescription

People only choose between great clinical outcomes and superior patient experience because they think they have to. In reality, people want the right mix of each. Our research showed that White Plains was in that magic zone where both qualities were excellent.

Our message focused on this critical difference, using patient stories to illustrate how White Plains delivers clinical excellence and outstanding care. That they do so without the hassle of travel was a bonus.

24%
INCREASE
IN CANCER 
VISITS/CONSULTS



6

 **10%**
INCREASE IN
MEDICAL ONCOLOGY
WEB/PHONE
REFERRALS



Awards:

-
- GOLD**
 Magazine Advertising
 Single Ad
 Healthcare
 Advertising Awards
-
- SILVER**
 Best Radio Campaign
 Hospital Marketing
 National Ad Awards
-

Treatment

We introduced this strategy through multiple cancer campaigns, focusing on two remarkable patient stories and a highly-skilled lung cancer team. The headline, “Yesterday advanced genetic testing gave Caitlin the confidence to start a family,” tells a patient story about being at risk for breast cancer and how her counselor helped safeguard her health and prepare her for motherhood.

A lung cancer campaign features the headline, “This morning, a lung cancer patient got a fighting advantage — an entire team of highly-skilled surgeons,” which tells a story about the level of care patients can receive from a team of lung cancer specialists.

A different breast cancer headline, “Today is another milestone for Patty and our team of cancer experts,” tells a patient’s story about being a 12-year breast cancer survivor and the expert clinical care and support she receives from her physicians.

Post-Op

- 40% increase in new consultations for genetic counseling
- 38% increase in new consultations for thoracic surgery
- 24% increase in consultations and visits across the cancer center
- 10% increase in referrals to medical oncology