

CASE STUDY

Simplifying consumer choice results in 800% increase in orthopedic appointments.

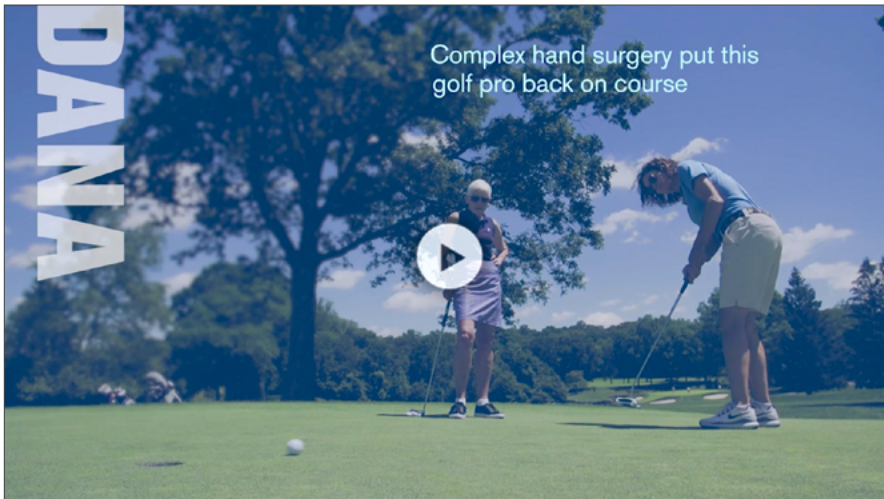
White Plains Hospital | Orthopedics Campaign

Residents of Westchester County, NY are accustomed to having it all. Living just 30 minutes from New York City, patients have no shortage of healthcare options, including some of the biggest brands in medicine. It's from within this county that our client, White Plains Hospital, sought to capture additional share of the ultra-competitive orthopedics market.

But what could White Plains say to patients already overloaded with choices?

16,375
UNIQUE
WEB VISITS





2

105k



**VIDEO
PLAYS**



3

We knew that positioning White Plains as a great option wasn't enough. To truly move the needle we had to simplify the patients' choice.



4

 **800%**
INCREASE in
APPOINTMENTS



5

Diagnosis

People put off important healthcare decisions all the time, and orthopedic surgery is a classic example. The fear of undergoing surgery is an obvious barrier, but sometimes there are other, less obvious ones. In the case of White Plains Hospital's target audience, we discovered that the glut of great orthopedists in the market had created a paradox of choice; there were so many providers to choose from that patients had trouble picking.

That insight put extra pressure on our strategy team. We knew that positioning White Plains as a great option wasn't enough. In fact, it could work against us. To truly move the needle we had to simplify the patients' choice.

Prescription

We had data that showed White Plains Hospital ranks highly for clinical excellence, exceptional care and cost efficiency for its patients. The hospital offers choosy locals everything they want in a healthcare provider with the additional benefit of being close to home. The choice, it seems, wasn't so difficult after all. And that became our message: For people seeking relief from painful or debilitating orthopedic conditions, there was no need to overcomplicate the choice. The best care is available at White Plains Hospital.





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Treatment

We told the story through the eyes of real patients: a professional golfer, a black belt in Aikido, a teen dancer and a retired businesswoman. The patients' wide-ranging ages and activities allowed us to showcase the breadth of orthopedic disciplines, including joint replacement, spine surgery, pediatric sports medicine and hand surgery. Each patient had their own account of the great clinical care and exceptional patient experience at White Plains Hospital.

In a unique approach to the storytelling, each broadcast and digital execution included patients' physicians, close friends or family members who supported them through their recoveries. Hearing from the doctor who planned and performed a highly specialized surgery, or a relieved family member, allowed us to humanize the brand while demonstrating the hospital's orthopedic expertise. Each campaign story supported the brand position that when choosing between clinical excellence or personalized care, there's no need to compromise.

Post-Op

The first run of the campaign's broadcast and digital media was a monumental success, driving an astounding 800% boost in booked appointments to the profitable orthopedics service line. Digital videos were played more than 105,000 times and the campaign landing page received more than 16,000 unique visits. The second run of the campaign went live in 2018, and is expected to continue to build preference for White Plains Hospital and the Center for Orthopedic and Spine Surgery.