

Success Stories

AKRON GENERAL HEALTH SYSTEM



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Creative. Strategic. Leader.

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Situation:

After being dark for nearly two years Akron General Medical Center (AGMC) needed to let consumers know that they were still vibrant. Recognized as the area's preferred healthcare provider by leading in many clinical areas with medical advancements and patient care. Exceptional healthcare competition in Northeast Ohio created more urgency to educate consumers. The opening of a new state-of-the-art ER facility was another reason to believe in AGMC and the opportunity to steal share from the local competition.

Strategy/Solution:

A branding campaign utilized AGMC physicians, nurses and staff to communicate their personal reasons why they believe AGMC is the right choice. Additionally, an ER campaign touted the unique environment and business model of AGMC's ER locations. Current ER wait times were displayed on digital billboards and online for consumers knowledge in an emergency. Distribution of 200,000 "Take Me There" cards built loyalty and preference.

Results:

- Exceeded top-of-mind awareness goal by 13%
- Achieved goal of 10,000 new ER patients
- Increased physician referrals 19%
- Increased goal for ER website page visits 59%
- Exceeded added-value media goal by 44%

