

Case Study

Media Planning, Negotiation & Placement • Healthcare

Background

A regional medical practice with a reputation for excellent patient care was facing sluggish growth and the loss of patients to competitive practices. It had regularly increased media expenditures; however advertising was not producing acceptable patient gains. Office staff was deeply involved in the media process, often spending time on media scheduling and telephone calls instead than patient care.

The client asked Altyris to provide professional media services to improve advertising results and to free the staff of their involvement in the media process.

Analysis and Teamwork

Our media team performed several staff and physician interviews to fully define the targeted patient groups and understand the client's media budget. Based on our findings, we developed precise media guidelines defining acceptable cost-per-point, frequency and reach figures. These guidelines were used to identify appropriate media outlets and begin media negotiations.

Although this client's media budget was limited, we were able to receive "big spender" rates by leveraging our agency position with the various media outlets. In all cases, we were able to meet or exceed our target guidelines for placement.

Results

As this client makes much of its income from elective surgeries, surgical bookings are an important measure of success for their advertising. In the first three weeks of the new media schedule, the practice experienced dramatic increases in the number of patient bookings, extending schedules from weeks to months in advance.

In addition, the client's new, highly focused media schedule generated an estimated 26% increase in patient responses and scheduled appointments. Patient satisfaction dramatically improved due to increased attention from practice staff, who now had time to focus on patient care rather than fielding calls from media outlets.