

## Case Study

### Adaptive Marketing Budget Reduction • Healthcare Center

#### Background

A regional healthcare center realized the need to decrease their marketing budget due to declining patient acquisition and economic pressures. The center was facing increasing competition from national healthcare providers, and management feared that diminishing their marketing presence would put it at a significant disadvantage.

The center's management asked Altyris to develop and implement a plan to maintain or improve their market presence while reducing the marketing budget by 30%.

#### Analysis and Teamwork

Our marketing and media teams evaluated the center's existing marketing programs and media expenditures. Based on their evaluation, the teams developed a budget reduction plan that would cancel several ineffective advertising and marketing activities. In addition, the plan called for a reallocation of spending among the desirable activities as well as initiating three new marketing approaches.

To increase effectiveness of their marketing activities, the centers brand identity was updated and new marketing literature and Website were developed.

#### Results

The Altyris plan delivered a 32% marketing budget reduction, however the advertising yield was actually increased by 14% through careful rescheduling and renegotiation. Under the new budget, patient inquiries increased by 12% and patient acquisitions grew by 9%. After a one-year period on the reduced budget, our client was able to increase the marketing budget once again to the previous level.