

An AcrobatAnt Case Study

NEW MOVER PROGRAM

THE OVERVIEW

Moving to a new area is a busy time for any family or individual. The last thing new residents think about is where to go for healthcare or to find new primary care physicians.

THE CHALLENGE

Physicians Regional Healthcare System in Naples, Florida, agreed this would be the perfect time to open a line of communication and make sure their hospitals were top-of-mind with these potential patients. By introducing the Physicians Regional brand early in a person's relocation process, there's a better chance they will consider Physicians Regional when they do need care.

THE SOLUTION

AcrobatAnt developed a direct mail piece that included a magnet with contact information for the recipient to keep with other important phone numbers; also, a mail-in card which the recipient was invited to redeem for a free first-aid kit.

For efficiency, AcrobatAnt printed 3,000, a four-month supply of mailers. Each month, 750 pieces were mailed to a purchased "new mover" mailing list.

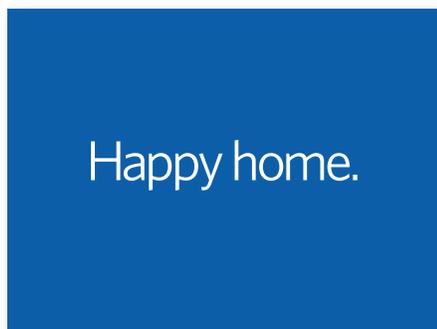
THE RESULTS

The first mailing brought in 39 responses for the free first-aid kit. That 5.2 percent response rate is more than three times the typical industry response rate of 1.38 percent for mailed letter-size envelopes¹.

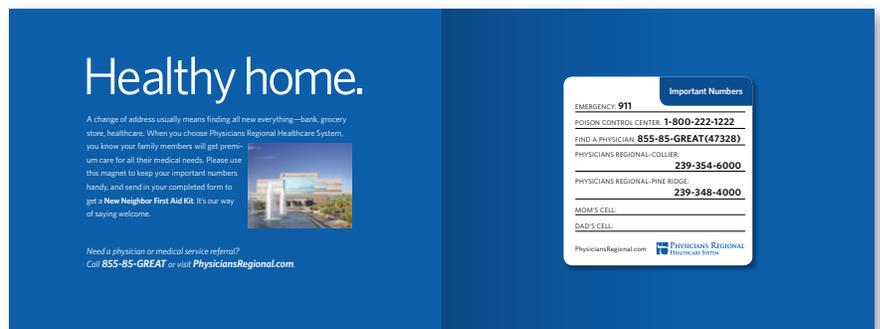
Also, the hospital captured the contact information of the responding households to use for future communications.

¹"2010 RESPONSE RATE TREND REPORT." THE-DMA.ORG. DIRECT MARKETING ASSOCIATION JUNE 2010

HERE'S WHAT IT LOOKED LIKE.



DIRECT MAIL COVER



INSIDE SPREAD WITH MAGNET

For information about how AcrobatAnt can partner with you, contact us at healthcare@acrobatant.com or call Angela Harless at 918-938-7912.