

# An AcrobatAnt Case Study

## NEONATOLOGY PHYSICIAN SERVICES FOR HOSPITAL LEADERS.

### THE OVERVIEW

As one of the nation's largest providers of physician services, Sheridan Healthcare was looking for a powerful way to market its neonatology service line to hospital leaders. Hospitals hire Sheridan to evaluate and transform departments in order to enhance performance, efficiency, patient safety and increase revenue. Each department Sheridan secures represents a long-term partnership and a significant financial commitment for its clients.

### THE CHALLENGE

Because its C-suite clientele are most interested in measurable results, AcrobatAnt focused the message on one powerful fact. A simple scale was created to highlight a 61 percent reduction in chronic lung disease rates for very low birth weight infants. A call-to-action directed readers to a custom landing page for details on how Sheridan achieved this result. The landing page also provided equally impressive facts about anesthesiology and radiology department transformations. The ad ran in the July issue of Modern Healthcare, a publication that targets hospital upper-management and leaders.

### THE RESULTS

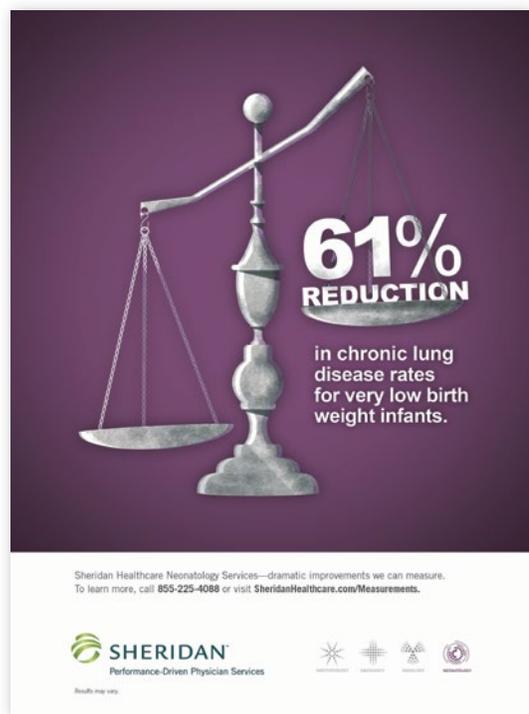
In a reader survey, the neonatology ad was ranked in the top six most effective and was rated good or excellent by two-thirds of responding readers. Also, 49 percent of readers said the ad made them aware of something new about Sheridan.

Strong preference for Sheridan was another benefit of the ad as evidenced by the following positive reader comments:

- "The data speaks for itself—very powerful."*
- "Effective service for the most vulnerable patient."*
- "Clear message, direct, intense. Minimal copy but message is clear."*

There is no doubt that the simple, factual approach was highly effective. However, the most important measure of effectiveness is return on investment (ROI). The ad generated four qualified leads. Assuming only one of these becomes an actual client, the ROI for this initiative will be 358 percent after deducting creative and media expenses and partnering with the client for three years.

### HERE'S WHAT IT LOOKED LIKE.



Voluntary readership results were obtained by an impartial third-party survey. The Sheridan Healthcare ad ran in the July 15, 2013, issue of Modern Healthcare. | Modern Healthcare is the industry's leading source of healthcare business and policy news, research and information. Modern Healthcare is owned by Crain Communications Inc. | Sheridan Healthcare is the leader in providing healthcare solutions for anesthesiology and other specialties to physicians, hospitals and outpatient centers. Sheridan provides comprehensive hospital-based clinical and management solutions for anesthesia outsourcing, emergency medicine, neonatology and radiology.

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

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