

An AcrobatAnt Case Study

SUMMER SPECIAL PROMOTION

THE OVERVIEW

Getting new patients is an ongoing challenge for physicians and hospitals. Physicians Regional Healthcare System was looking for something new to attract families with school-age children.

THE CHALLENGE

We wanted to make Physicians Regional enticing to potential patients. We needed an easy, economical way to introduce these individuals to the facility, where they would get to meet the caring physicians and staff members.

THE SOLUTION

AcrobatAnt developed a cost-based campaign, promoting \$10 physicals and \$75 basic lab panels for a limited time during the summer. Media included print ads, flyers for distribution at events, banners to use within the hospital, and a call-out button on the hospital website.

THE RESULTS

- > 166 total patients were seen
 - > 135 were new patients
 - > 121 were children
- > 29 labs ordered

HERE'S WHAT IT LOOKED LIKE.

PRINT AD



FLYER



ONLINE BANNER



For information about how AcrobatAnt can help you to be more targeted in your marketing efforts, contact us at healthcare@acrobatant.com or call Angela Harless at 918-938-7912.