

An AcrobatAnt Case Study

BARIATRIC SURGERY CAMPAIGN

THE OVERVIEW

Cutting through the clutter to reach potential weight loss surgery patients is a big challenge. The Bariatric and Metabolic Institute (BMI) of Lancaster needed a way to engage potential patients while informing them about the practice's services and experience.

A strong web presence is essential for marketing bariatrics. These patients tend to be shy and prefer to investigate options on their own. They spend lots of time viewing testimonials and researching online in order to understand all of their options before taking the huge step of reaching out for help.

THE CHALLENGE

Many weight loss surgery facilities can sound very similar. Procedures and services may be somewhat similar to those offered elsewhere. So how does one practice stand out from the rest?

THE SOLUTION

Research showed that candidates for weight loss surgery can feel very isolated, so we decided to let them know they are not alone. Rather than leading with the practice's capabilities, we chose to let patients describe their experiences and how weight loss surgery changed their lives.

THE RESULTS

After thorough analysis of BMI of Lancaster's 2013 advertising investment against surgical patient profit and the New Year's campaign against surgical patient profit, both prove that for every dollar spent in advertising, that dollar is doubled when part of a strategic advertising plan.

- > During the 6-month campaign the practice saw a huge increase in web traffic, up 37.76% over the prior 6 months (8,883 vs. 6,554)
- > Unique visitors increased 29.67% over the prior 6 months (6,520 vs. 5,028)
- > The practice's overall increased advertising efforts for 2013 saw a huge increase in web traffic
- > Visits increased 93.4% over prior year (16,025 vs. 8,286)
- > Unique visitors increased 103.88% over prior year (11,921 vs. 5,847)
- > In December of 2013, Dr. Brader performed the most surgeries and had the most new patient visitors since the practice opened.
- > The practice is now actively recruiting a second physician for the medical weight loss program because it has grown so much.
- > 26.4% of patients are a direct result of advertising.
- > ROI: For every \$1,000 spent for advertising, BMI makes \$2,118.

Elements of the tactical plan included:

- Print ads
- Online display
- Online search engine marketing (paid SEM campaign)
- Radio - DJ live reads
- Specialty New Year's direct mail booklet

BARIATRIC SURGERY CAMPAIGN

HERE'S WHAT IT LOOKED LIKE.

Schedule a free one-on-one educational session.

LEARN MORE

BMI of LANCASTER

ONLINE BANNERS

Schedule a free one-on-one educational session.

JOSH WEAVER, WEIGHT LOSS PATIENT.

BMI of LANCASTER

NEW YEAR'S DIRECT MAIL BOOKLET

YOUR GUIDE TO SUCCESSFUL WEIGHT LOSS

BMI of LANCASTER

Bariatric and Metabolic Institute

EXPLORING YOUR OPTIONS

FREE PRIVATE CONSULTATION

GETTING THE SUPPORT YOU NEED

MAKING NEW FRIENDS

TESTIMONIAL ADS

"I feel reborn—like I have a whole new life!"

FREE SURGICAL WEIGHT LOSS SEMINAR

Dr. Alan Brader

UPCOMING SEMINAR DATES

Monday, July 21 | Wednesday, August 27 | Monday, September 23

Heart of Lancaster Regional Medical Center

The first and only da Vinci bariatric surgeon in Lancaster County

Alan Brader, M.D., MCh

BMI of LANCASTER

Heart of Lancaster Regional Medical Center

"BMI of Lancaster set me up for success."

Joshua Weaver brought his passion with his wife and children.

FREE ONE-ON-ONE EDUCATIONAL SESSION

Call our office at (717) 627-0398 or visit BMIOfLancaster.com for details and to schedule your private consultation.

BMI of LANCASTER

Heart of Lancaster Regional Medical Center

Lancaster Regional Medical Center

For information about how AcrobatAnt can help you launch or grow your bariatric service line or practice, contact us at healthcare@acrobatant.com or call Angela Harless at 918-938-7912.