



»» *Case Study:* Integrated traditional and digital campaign featuring patient testimonials contributes to a projected patient volume increase of 84%.

Background

Saint Anthony's Health Center is a two-campus, 203-bed acute care facility located in Alton, Illinois that had made recent investments toward enhancing its oncology program.

Challenge

Saint Anthony's faced two primary challenges with its Cancer Center:

- *Oncologist Defection:* The two primary independent oncologists serving the area moved to the competition's campus, which resulted in a 40% drop in patient referrals.
- *Outward Migration:* It is estimated that a third of the area's cancer patients travel to St. Louis for outpatient cancer treatment, despite SAHC's oncology program being ranked in the nation's top 2%.*

The goal of the campaign was to turn the tide on the loss of patients to other cancer treatment centers. We targeted two primary audiences: individuals making the choice to travel out of market for cancer care and those choosing to stay in market, but receive treatment from the competition.

Solution

Supported by Saint Anthony's faith-based healing ministry, we developed a campaign centered on the idea of hope.

Utilizing a mix of traditional and digital media, the objective was to drive healthcare consumers to a microsite, HopelsHere.sahc.org, which featured "Stories of Hope," emotional videos of three SAHC Cancer Center patients telling their stories in a way that captures their true spirits.

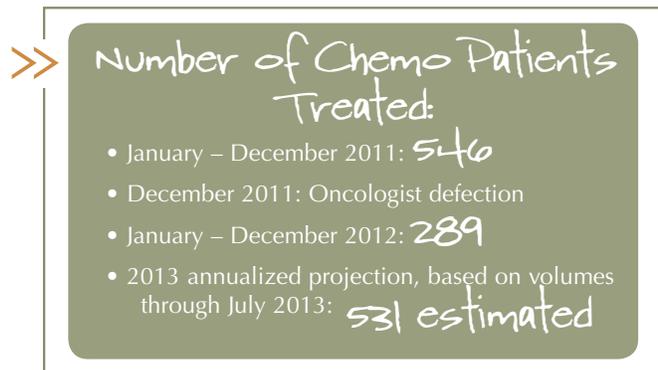
Another video introduced future patients to SAHC's Cancer Care Team and showcased the new facility. In the video, Sister M. Rosalinda explained how Saint Anthony's faith-based approach sets them apart: "People who have cancer want to go to a place where they are taken care of as a whole person, not just as cancer."

Results

The online marketing program yielded **over 5,000 visits**** to HopelsHere.sahc.org. These visits are the combined result of search and display advertising, local market display advertising, print, radio and TV advertising, and direct URL traffic.

Overall, the conversion rate+ for the microsite was **23%—about 5 times the industry average of 3-5%**. Conversions reflect visitors who watched any of the four videos, or clicked through to SAHC.org for more information, or requested a cancer screening.

Patient volume statistics reflect the success of the marketing campaign, combined with Saint Anthony's recent enhancements to the oncology program – the addition of two new Medical Oncologists and a complete redesign of the Saint Anthony's Infusion Center.



As a final testament to the campaign's success, Saint Anthony's, acknowledging that the idea of "hope" resonates so strongly with patients, has painted the campaign headline, "There's HOPE. And it's HERE." on the Cancer Center lobby wall. The reassurance of hope, now more than ever, guides all who visit the Cancer Center.

www.hultmarketing.com
309-673-8191
LetsDoBusiness@hultmarketing.com

*Recipient of the 2012 American College of Surgeons Outstanding Achievement Award

**This represents all visits to the campaign microsite, including direct, search engine and referral traffic.

+The conversion rate is calculated by taking the number of video views plus clicks to SAHC.org, divided by the total number of visits.



>> Campaign Creative:

Outdoor Board

There's **HOPE.**
And it's **HERE.**

SAINT ANTHONY'S
Cancer Center of Excellence HopelsHere.sahc.org

Print Ad

A healing ministry of the Sisters of St. Francis of the Martyr St. George

It's a new day at Saint Anthony's

There's **HOPE.**
And it's **HERE.**

At Saint Anthony's, it's the depth of our Cancer Care Team's experience that instills confidence and great hope in our patients. But why is it a New Day?

It begins with a collaborative approach in order to give you the best individualized care. Our Medical and Radiation Oncologists, Specialists, Nurses and Patient Navigator will maintain ongoing discussions of your case. And at every step, we meet with you and your family. To address all your concerns. To listen.

What's more, our ongoing investments in state-of-the-art technology mean you'll have access to the latest diagnostic tools and treatments in the region, keeping you close to home and family.

Behind you. Beside you. From diagnosis, through treatments... to triumph. It's a new day, a new approach. One to give you every reason to have hope.

You're at Saint Anthony's. Hope is Here.

Kevin T. Palla, M.D.
Medical Oncologist

SAINT ANTHONY'S
CANCER CENTER
OF EXCELLENCE

WE CAN HELP (618) 463-5623 Ranked among the top 2% in the nation.

Hear Stories of Hope and meet our Cancer Care Team at HopelsHere.sahc.org.

About the Cancer Center

There's **HOPE.**
And it's **HERE.**

What great hope when you're in a hard case diagnosed with cancer? At Saint Anthony's, it's our Cancer Care Team. From state-of-the-art technology, medical oncology, and radio-oncology, we have the resources you need to get the best care possible. We're here to help you every step of the way. From diagnosis to treatment, we're with you every step of the way. We're here to help you every step of the way.

Stories of Hope

Meet Our Team

1. Meet the top oncology experts in the region. Our Medical and Radiation Oncologists, Specialists, Nurses and Patient Navigator will maintain ongoing discussions of your case. And at every step, we meet with you and your family. To address all your concerns. To listen.

2. Hear the stories of hope from our patients. Our Cancer Care Team is here to help you every step of the way. We're here to help you every step of the way.

3. Learn more about our state-of-the-art technology. Our Cancer Care Team is here to help you every step of the way. We're here to help you every step of the way.

4. Meet the top oncology experts in the region. Our Cancer Care Team is here to help you every step of the way. We're here to help you every step of the way.

5. Hear the stories of hope from our patients. Our Cancer Care Team is here to help you every step of the way. We're here to help you every step of the way.

6. Learn more about our state-of-the-art technology. Our Cancer Care Team is here to help you every step of the way. We're here to help you every step of the way.

Microsite

SAINT ANTHONY'S
CANCER CENTER
OF EXCELLENCE

There's **HOPE.** And it's **HERE.**

The Saint Anthony's Cancer Center gives you access to an oncology program that ranks in the nation's top 2%.

Visit Our Cancer Center

Online Marketing

