



>> *Case Study:* Integrated traditional and digital campaign featuring patient testimonials yields robust action rate of 31% for hospital client.

## Background

Mercy Medical Center – Dubuque is a 263-bed Catholic hospital located in Dubuque, Iowa that treats nearly 55,000 patients each year. For over 35 years, Mercy-Dubuque had offered the only comprehensive cardiovascular program in the market.

## Challenge

In May 2012, a local competitor obtained approval for a new Cardiac Catheterization Lab and began aggressively promoting their heart care services as being on par with Mercy. However, Mercy remained the only hospital in the region providing open-heart surgery.

The campaign objective was to have consumers:

- Recognize Mercy-Dubuque for having the most comprehensive, experienced, and technologically advanced cardiovascular program in the market
- Understand the importance of open-heart capabilities in a comprehensive cardiac program and that Mercy is the ONLY hospital in the region with these capabilities
- Trust only Mercy for their heart care needs

## Solution

Utilizing our unique KnowWHO™ process, Hult created an integrated marketing strategy, Stories from the Heart, which included both offline and online components. This testimonial “endorsement” campaign explored the emotions of real Mercy patients whose lives were made whole or saved, thanks to the incomparable experience and compassion found at Mercy-Dubuque. Headlines focused on the numbers associated with Mercy’s program (*The 1 and Only Open-Heart Program, Over 57,000 Hearts, A Staff of Over 100 Dedicated to Cardiac Care, Healing Hearts for Over 35 Years*). We wanted to focus on the things that Only Mercy can say.

All campaign elements drove consumers to a targeted landing page, OnlyMercy.com, which featured patient testimonial videos and access to Mercy Dubuque’s Heart Care site.

## Results

During its three-month run, the campaign drove 1,773 visits\* to OnlyMercy.com where about a third (31%) of the visitors took some sort of measurable action. This included 207 video views and 340 clicks through to Mercy’s primary web property for more information on the hospital’s cardiovascular services.

Campaign Results after the first Three Months:

		Campaign Action Rate**	Typical Action Rate
Paid Search	1,433 Clicks	21.7%	3-5%
Display (WebMD)	636,305 Impressions	2.4%	>1%
Display (Google)	98,034 Impressions	16.4%	>1%
Landing Page	1,773 Visits	31%	N/A

\*This represents all visits to OnlyMercy.com, including direct, search engine and referral traffic.

\*\*The action rate is calculated by taking the number of video views plus clicks to the heart care page divided by the total number of clicks.

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>> Campaign Creative:

Outdoor Board

**55,704 hearts**

That's how many heart patients we've treated at Mercy-Dubuque over the past 35 years, including Bernadette. When she began experiencing symptoms of a heart attack in 2011, she went directly to Mercy. Not just for her sake. But her family's. See the rest of her story and find out why Mercy is the Dubuque area's first choice for cardiac care.

**Mer**cy  
CARDIOVASCULAR CENTER  
DUBUQUE

**Patient Videos**

<b>Bernadette – Galena, IL</b>	<b>Gary – Dubuque, IA</b>	<b>Howard – Bellevue, IA</b>
Age: 66 Angioplasty, 2011	Age: 74 Triple bypass, 1992	Age: 74 Bypass surgery, 2010

**Prevention and Early Detection**  
Prevention and early detection of a heart condition can make a big difference in the way you live your life.

[visit our Heart Care page](#)

Microsite  
(number of hearts touched increased each week)

**Only Mercy**  
The first choice for cardiac care.

**See his story.**

**Mer**cy  
CARDIOVASCULAR CENTER  
DUBUQUE

Online Marketing

**54,720 hearts**

**That's 54,720 hearts and counting.**  
For more than 35 years, a cardiac care team of over 100 medical professionals at Mercy Medical Center has delivered exceptional care, saving tens of thousands of lives, including Bernadette's.

No other hospital in the region has a more comprehensive and technologically advanced cardiovascular center than Mercy. In fact, it is the only hospital to offer heart surgery.

Only Mercy. The first choice for cardiac care.

**Mer**cy  
CARDIOVASCULAR CENTER  
DUBUQUE

"If Mercy was, without a doubt, the right choice, that's why I'm here today."

Bernadette - Galena, IL, Angioplasty, 2011

[See Bernadette's story at www.OnlyMercy.com](#)

Print Ad