



»» *Case Study:* Integrated traditional and digital campaign elevates perception of hospital client's technological leadership in market.

Background

Mercy Medical Center – Dubuque is a 263-bed Catholic hospital located in Dubuque, Iowa that treats nearly 55,000 patients each year. In June 2012, Mercy began offering robotic-assisted surgery for general, cardiothoracic and gynecological surgeries. At this time, they were the first and only hospital in the Dubuque area to offer this benefit to patients.

Challenge

Our challenge was two-fold:

1. Continue to elevate the perception of Mercy Medical Center as the technological leader in the community through the introduction of robotic-assisted surgery.
2. Provide consumers in the market a go-to resource where they can learn the patient benefits and seek a robotic-assisted surgeon.

Solution

A three-month campaign, utilizing both traditional and digital media, built awareness of the technology and communicated the patient benefits of robotic-assisted surgery. In addition to external marketing, table tents and elevator posters promoted the new technology within the hospital.

All campaign elements drove consumers to a targeted landing page, ChooseMercyRobotics.com, which provided more detail on patient benefits and introduced each member of the robotic-assisted surgical team. From there, consumers could click or call a toll-free tracking number to contact Mercy's robotic surgery team.

Results

During its three-month run, the campaign drove 2,517 visits* to ChooseMercyRobotics.com where 137 visitors clicked to Find a Surgeon and another 54 clicked to Contact the Surgery Team. The toll-free tracking numbers used across all campaign pieces received 307 calls during the three months.

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

»» *Campaign Creative:*

Elevator Poster



Online Marketing





>> Campaign Creative:

Outdoor Board

Mercy
DUBUQUE

ChooseMercyRobotics.com

Imagine...

**Less invasive.
Less painful.
Less down time.
Less scarring.
Less discomfort.**

Print Ad

Imagine...

less invasive, less pain, less down time,
less scarring, less discomfort.

Robotic-assisted surgery.
Now at Mercy. **Imagine that.**

Gallbladder, Lung, Thoracic, Hysterectomies.
These are just some of the complex types of surgeries that can now be performed with minimally invasive da Vinci® robotic technology, right here at Mercy Medical Center.

Robotic-assisted surgery takes a surgeon's precision to new levels. The difference. Greater patient comfort. Plus recovery times measured in days rather than the weeks often associated with traditional surgical procedures. And that will have you back to being you sooner than you imagined possible.

Choose the leader. **Mercy.**

Consult with your surgeon to see if robotic surgery is an option for you.

To learn more and find a robotic surgeon, visit: ChooseMercyRobotics.com or call: 800-000-000

Need a free barcode reader? Go to GetScanLife.com

Table Tent

Anticipating a **hysterectomy?**

Robotic-assisted surgery.
Now at Mercy. **Imagine that.**

Minimally Invasive. It takes a surgeon's precision to new levels for greater patient comfort and recovery times that are now measured in days rather than the weeks often associated with traditional surgery. And that will have you back to being you sooner than you imagined possible.

Choose the leader. **Mercy.**

Consult with your surgeon to see if robotic surgery is an option for you.

To learn more and find a robotic surgeon, visit: ChooseMercyRobotics.com or call: 800-000-0000

Need a free barcode reader? Go to GetScanLife.com

Microsite

Imagine...

less invasive, less pain, less down time,
less scarring, less discomfort.

Robotic-assisted surgery. Now at Mercy.
Imagine that.

Imagine feeling better in days rather than weeks. Imagine fewer pain medications and after-care visits. **Imagine what it would be like to get your normal life back sooner.**

Mercy Medical Center's da Vinci® robotic surgery center can deliver what you really want. Less pain. Less anxiety. Less complications.

Your surgeon is in complete control of complex robotic tools to perform general, thoracic, and gynecological surgeries through tiny incisions.

Common benefits of robotic surgery:

- Less invasive than traditional surgery
- Less pain means less pain medication
- Tiny incisions mean less risk of infection and scarring
- Less hospital time means faster, more comfortable recovery at home
- A much quicker return to normal daily activities

To find out more about a specific type of robotic surgery call 855-251-0683 or click on your area of interest:

[Gynecological Surgery](#)
[General Surgery](#)
[Thoracic Surgery](#)

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