

PODi CASE STUDY

UNIVERSITY OF CHICAGO MEDICAL CENTER NEW PATIENT RECRUITMENT

We've Got Your Back,
Shoulders, Bones, Elbows, Hips, Hands,
Wrists, Knees, Feet and Ankles.

Comprehensive Orthopaedic Care from **The Best Minds in Medicine**
is just **20 minutes** from your doorstep.



THE UNIVERSITY OF
CHICAGO MEDICINE
Orthopaedics Center

To find a physician, call **1-888-824-0200** or visit uchospitals.edu/ortho

PODi is a global, member-supported not-for-profit organization. The PODi library consists of over 500 digital printing and marketing case studies from around the world.

www.podi.org

UNIVERSITY OF CHICAGO MEDICAL CENTER NEW PATIENT RECRUITMENT

VERTICAL MARKET: Health & Medical Services
BUSINESS APPLICATION: Direct Marketing / Lead Generation

BUSINESS OBJECTIVES

The Orthopaedics Center at the University of Chicago Medicine wanted to increase visibility and new patient visits for the orthopaedics practice in its Matteson, Illinois location. The message: You don't have to drive to Chicago for adult or children's orthopaedics – world class care is right here, close by.

RESULTS

The results were excellent! "We did an initial mailing in October of 2013," said Crystal Senesac, marketing manager for the University of Chicago Medicine. "During the month of December we saw a 43% jump in new patient visits compared with the previous December, which we can attribute directly to this mailer. The clinic also saw increased web activity and call volume during that same period. We were very pleased!"


TARGET AUDIENCE & MESSAGING

The target audience for this campaign was households in Matteson, Illinois and surrounding towns within a certain distance of the Matteson Clinic, with a preference towards folks who met certain financial and active lifestyle requirements.

SOLUTION ARCHITECTURE

UC marketers had purchased a highly targeted list that merged financial, location and active lifestyle demographics, but were open to anything that might increase campaign effectiveness. Enter Rider Dickerson, who teamed with German personalized maps and geodata provider LOCR, to offer a solution. A personalized map in each digitally printed mailer showed each recipient exactly where the facility is relative to his or her home with a route line. A tailored headline and copy provided the distance in minutes to the clinic. Residents on the list who were geographically closest to the clinic were targeted for the 1st mailing of 11,000 pieces.

See just how close you are to The Best Minds in Medicine.



With the University of Chicago Medicine's location next to Lincoln Mall in Matteson, we make accessing the expertise of an academic medical center convenient and easy.

The University of Chicago Medicine
950 East 61st Street
Chicago, Illinois 60637

Unifone
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PAID
1-888-824-0200

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At The University of Chicago Medicine's Matteson Practice, we bring the best minds in orthopaedic medicine to you. Our team of highly specialized adult and pediatric orthopaedic physicians offers outpatient consultations for a full spectrum of bone, joint and muscle conditions.

As part of an internationally-renowned, academic institution, we actively research and develop new procedures that are nonsurgical or minimally invasive. Which means little or no pain. And a faster recovery.

Outpatient consultations and post-surgical follow-up care are available in Matteson for the following and more:

- **Joint reconstruction and replacement** of the ankle, hip, knee, and shoulder
- **Upper extremity conditions**, including hand, wrist, elbow and shoulder reconstruction, as well as carpal tunnel syndrome
- **Treatment of cartilage, ligament and tendon** problems
- **Spine surgery** for degenerative diseases, disc herniation, spinal deformities, scoliosis and spinal osteoarthritis
- **Foot and ankle conditions**, including ankle arthroscopy, bunion surgery, sprains and strains
- **Sports medicine**, including sports injuries

Our Matteson location is staffed with many physicians for you to choose from:

| | |
|--|---|
| Robert J. Bielaki, MD Pediatric orthopaedics | Richard Kang, MD Hip preservation Cartilage restoration |
| Svetlana Bielecki, APN Non-surgical orthopaedic care | J. Martin Leland III, MD Sports medicine |
| Roderick Birnie, MD Non-surgical orthopaedic care | Hue Luu, MD Bone and soft tissue cancer Hip replacements |
| Lauren Creighton, APN Non-surgical orthopaedic care | James Mok, MD Spine care |
| Sherwin S.W. Ho, MD Sports medicine | Lewis Shi, MD Shoulder and elbow care |
| Ryan Hudson, MD Sports medicine | Christopher Sullivan, MD, MPH Pediatric orthopaedics |
| | Brian Toolan, MD Foot and ankle care |

To request an appointment online or to read full physician profiles, visit uchospitals.edu/ortho.

Matteson Practice Location
The University of Chicago Medicine
One Prairie Center
4749 Lincoln Mall Drive, Suite 500
Matteson, Illinois 60443
1-888-824-0200

THE UNIVERSITY OF CHICAGO MEDICINE
Orthopaedics Center

To make an appointment with a physician in Matteson, call 1-888-824-0200 (toll-free). uchospitals.edu/ortho

The second mailing of 16,000 in February of 2014 targeted more households on the same list, but this time the outreach was to folks a little farther away from the clinic. The mailers were oversized and printed on a nice dull coated cover stock to make an impact in the mail, and the smart personalization of the maps and the headline on the front panel listing the distance in minutes to the clinic increased that impact.

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REASONS FOR SUCCESS

The success of this campaign is attributable to the highly targeted list and the impact of the personalized maps demonstrating how close the clinic was to the recipient.

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|-------------------------|---|
| CLIENT | University of Chicago Medicine www.uchospitals.edu The University of Chicago Medicine has been at the forefront of medical care since 1927, when it opened its doors to the first patients. Located in historic Hyde Park on the South Side of Chicago, the medical campus includes the Center for Care and Discovery, Comer Children’s Hospital, Bernard A. Mitchell Hospital for adult inpatient care, and the Duchossois Center for Advanced Medicine. The University of Chicago Medicine also has outpatient locations throughout the Chicago area. |
| SERVICE PROVIDER | Rider Dickerson www.riderdickerson.com Rider Dickerson is a Chicago-based print and digital solutions company known for its creative thinking and high standards of client service. Companies of all sizes, of all needs, of all budgets depend on Rider Dickerson to identify innovative solutions to drive their business success. |
| HARDWARE | HP Indigo 7500 |
| SOFTWARE | Personalized Maps: LOCR |
| FINISHING | Polar Computerized Cutter & MBO Folder |
| TARGET AUDIENCE | Households within a certain geographic distance of Matteson Clinic |
| DISTRIBUTION | First wave – November 2013: 11,000 pieces Second wave – February 2014: 16,000 pieces |
| DATE | November 2013 – February 2014 |