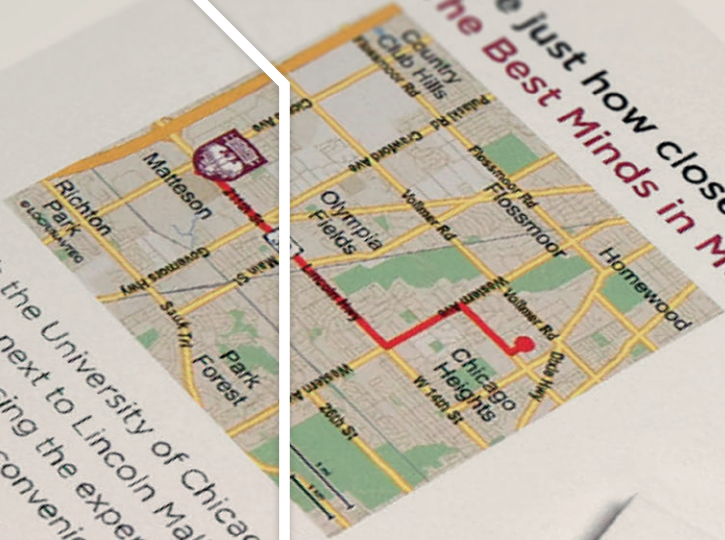


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LOC R CASE STUDY

UNIVERSITY OF CHICAGO MEDICINE

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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!"*



Example Mailing

UNIVERSITY OF CHICAGO MEDICINE

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.

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.



Detail Map

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.

LOCR CASE STUDY

CLIENT

University of Chicago Medicine – www.uchospitals.edu

SERVICE PROVIDER

locr – www.locr.com

Rider Dickerson – www.riderdickerson.com

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

LOCR CASE STUDY

ABOUT LOCR:

locr® is the world's leading provider of geomarketing services that let marketers use location to their advantage. locr takes data from leading geodata suppliers and converts it into geo-information services and personalized maps that can be used by marketers to enhance their mailing lists, create higher engagement, and achieve better response rates.

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