

DECODE

CASE STUDY: THE EMERGENCY CENTERS

WE FOLLOWED THE PATIENT JOURNEY, BUT WE LED ER PATIENTS WHERE THEY NEEDED TO GO.

The Emergency Center Creative and Media Campaign

How do you increase ER patient traffic by 45% mid-pandemic? We brought awareness – and patient traffic – to The Emergency Center with search, social, and outdoor ads that were right there when you needed them.

THE CHALLENGE

Helping one emergency facility stand out among the rest

The Emergency Center (TEC) is a freestanding emergency room in Texas with a unique advantage. TEC offers exactly the same services as a hospital ER, including everything from lab

resources and diagnostic scanning to board-certified doctors and an on-site pharmacy. They're open 24/7 with no waiting, and patients can call ahead to reserve a time.

However, as unique as TEC is, there are more than 200 independent 24/7 emergency facilities looking for business in the same area. So, they

turned to DECODE to help increase market awareness and rise above the competition.

The ask: Build a name in the community and credible trust while simultaneously increasing patient volumes – and do it quickly.

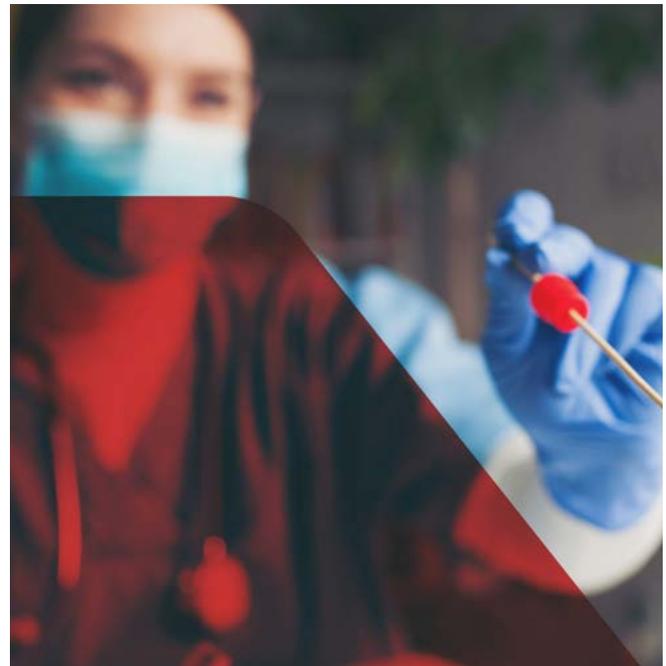
THE RESEARCH

***Discovering* the root of the problem – and the solution**

In our audience research, we discovered most people don't know when they can – or should – go to an emergency room. We found that, typically, people only search for urgent or emergency care facilities when they need immediate medical help. This can be due to a life-threatening emergency, or in the case of urgent care, an after-hours ailment that can't wait until a primary care office opens.

During our research phase, we also assessed TEC's existing outdoor advertisements – small, double-sided billboards on low-traffic streets

– and determined what improvements could be made to optimize their effectiveness.



THE STRATEGIC APPROACH

How do you *define* an emergency?

We also had to consider that most people experiencing severe medical emergencies, like heart attacks or strokes, call 911 or seek care at a hospital ER. We wanted to reach people with urgent, but typically minor, emergencies and let them know they could turn to TEC in those moments.

Our messaging also needed to convey that there would be little to no wait time – a hallmark of the TEC brand and an essential service when someone is concerned about their health.

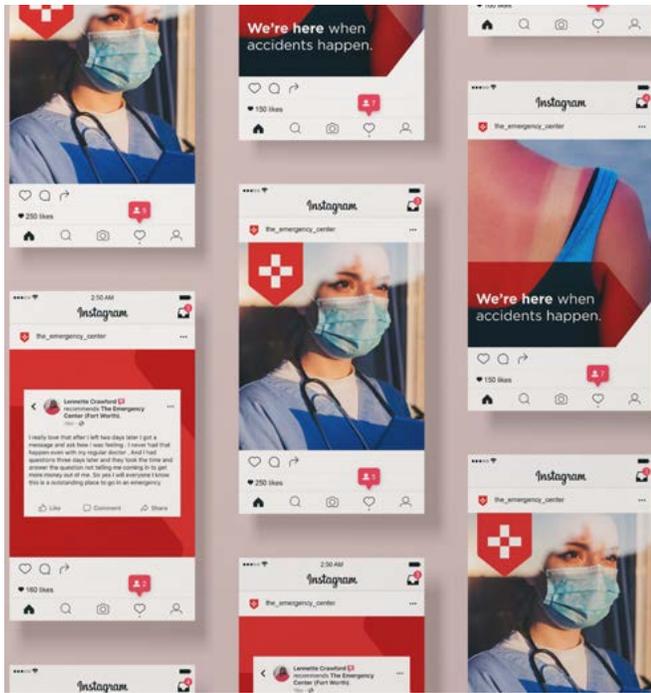
We *developed* a message that got the point across

Our messaging centered around a concept we called “for the bumps along the way.” Not only would this get a chuckle out of prospective patients driving past TEC billboards on bumpy

roads, but it told them – in a less descriptive and more creative fashion – when an emergency room would be an option for their care needs.

THE CREATIVE

Our message was relevant, the creative was impactful, and the growth was quick



THE ROLLOUT

Deploying our triple-threat campaign

We took a three-pronged approach for this campaign: search, social, and outdoor. We started with an audit of TEC's search campaign – identifying key areas that would result in search improvement. Based on our findings, we shifted the geographic focus. Then, using performance data, we were able to do two things: adjust the campaign to maximize the audience impact and track results precisely.

For social, we reached out to TEC's target audience with our primary creative campaign. It included a message reassuring the community that our client had the ability to provide COVID-19 testing in all of their locations.

When it came to outdoor advertising, we suggested moving away from small double-sided boards on low-traffic streets to large, highly visible outdoor boards located on routes leading directly to their key locations.

THE RESULTS

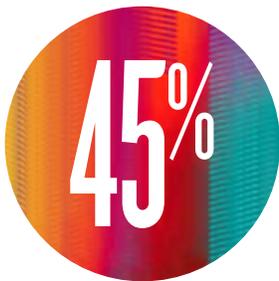
Debriefing eight months of creative and media success

There's only one word for these kinds of results: **Awesome.**

Before working with DECODE, TEC was on the verge of closing their doors. But by tailoring messages to different geographic locations, reaching consumers in their time of need, and

adjusting our approach over time based on performance data, we successfully accomplished our client's goal of attracting more patients.

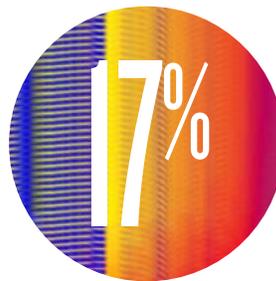
Over an eight-month period, we registered:



increase in patient traffic



decrease in CPA in under eight months



decrease in CPC



outdoor boards placed

And to keep the good times going, TEC was later able to open a new location, furthering the impact they have in their community.