

# Targeted Marketing Campaign Increased Patient Registrations

**WeDo marketing.** As a local Federally Qualified Health Center (FQHC), the community health center must have a certain number of registered patients to qualify for funding. They were 758 patients below the threshold, and one of their physicians moved and took his patients with him, which resulted in further loss. To increase their brand awareness, they asked for help with the development of a targeted campaign.

## Brand Awareness Marketing

We first looked at the facility's current marketing efforts and concluded that before any outreach should start, they needed a more cohesive look with their printed materials. New branding guidelines were created and we made sure every new marketing piece that was designed followed the new look.

Our team started with Every Door Direct Mail® (EDDM®) postcards to introduce their new physician and then designed posters and flyers to grow their healthcare business. Then we created flyers, magnets and pocket folders to be

distributed at community events promoting all of the services they offered. We also developed and installed new signs for the outside and the inside of the building, and even had permission to put up directional street signs around the local area, making it easy for everyone to find the location. With the new branding in place and a newly decorated facility, the next big thing was to host a fun, community open house event for which we created yard signs, posters, t-shirts and goody bags.

Over the first 12 months, they registered 230 new patients. The open house resulted in 40 new registered patients, which was a 10% ROI. The initiative increased appointments from 8–10 per week to 16 per week, with no-shows being reduced from 40% to 20%. The increased brand awareness turned this facility into a household name in the community.

Boost your brand presence with an integrated direct marketing campaign from PIP.

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