



# HEALTHCARE

## Elective Joint Replacement Surgery

Southeastern Pennsylvania

A regional Joint Care Center wanted to increase the number of elective joint replacement surgeries they performed.

We created a patient-as-consumer marketing communications plan that developed and maintained a meaningful dialog based upon trust and confidence – the backbone of a brand in healthcare. The campaign revolved around a grass roots marketing effort, For Your Health. The Joint Care Center hosted a free seminar that gave the target audience an opportunity to meet, become comfortable with, and ask questions of the surgeons performing the procedure. The For Your Health seminars also helped to position the Joint Care Center as the authority for elective joint replacement surgery close to home.

New patient education collateral was created that easily explained what to expect before, during and after surgery. Traditional channels to market were used to reach persons age 55 and older within a specific geographic footprint.

Cross-pollination with the Weight Loss Management Center and Seniority Club, a health and wellness program available only to individuals 50 years of age and older, exposed employees to different ideas and new ways of thinking that resulted in the entire health system growing stronger and more productive.

**The result:** a 61% increase in elective joint replacement surgeries.

### Mass Channels to Market

- Banner Advertising
- Direct Mail
- Grass Roots
  - For Your Health seminars/symposiums
- Facebook Advertising
- Outdoor
- Newspaper
- Radio

### Patient Education Collateral

- Brochures
- FAQ Sheets
- Flyers

### Cross-Pollination Channels

- Health System Newsletter
- Weight Management Center
- Seniority Club

DEAN MARKETING

COMMUNICATIONS AND DESIGN

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