

Change Campaign Unites Service Lines Marshfield Clinic Retail Services

Marshfield Clinic offers several “retail” elective medical service lines. These include LASIK, cosmetic surgery, weight management, and varicose and spider vein removal. Other than some target market overlap and the tendency for fewer traditional referrals, these services have little in common. They are offered at different locations by different teams.

In late 2009, Marshfield Clinic asked Creative Communication & Design to devise strategies and appropriate messaging for these lines. We were tasked with making these diverse service lines work together, when possible, and to provide synergy even when it wasn't. Complicating our task, awareness that Marshfield Clinic offered these services was low and details were lost on Marshfield Clinic's sprawling website.

- GOAL** To increase new patient counts for Marshfield Clinic laser eye surgery, cosmetic surgery, weight management, and vein services.
- EXECUTION** CREATIVE developed a microsite focusing only on these services, bundling them under the concept of “Change,” positive changes people can make with help from Marshfield Clinic. Called MakeAChangeToday.org, it was friendly, engaging, and personal. It featured a fun and memorable URL, easy navigation, and testimonial video from patients the target market could empathize with. The narrower focus improved search engine returns. Each service line advertised to its own target market. Separate broadcast ads and demographically focused direct mail pieces included consistent, synergistic appeals to “make a change” and visit MakeAChangeToday.org. Paid Search Engine Marketing proved very effective in pulling in people investigating these topics online.
- RESULTS** MakeAChangeToday.org launched in February of 2010. Unique visitors to the site hit 771 in the first month and quickly exceeded goals of 1000 per month in April. The next 5 months averaged almost 1500 unique visitors. With new patient inquiries following suit, the campaign has improved these services' bottom lines.

