

# HURLEY MEDICAL CENTER

## Problem

How does a hospital raise awareness of its state-of-the-art specialty center?

## Solution

Use OOH formats to target key areas within the region.

## Background

Hurley Medical Center in downtown Flint, Michigan, is a teaching hospital that has served Genesee, Lapeer and Shiawassee Counties since 1908. The 443-bed public non-profit hospital's emergency department is widely known as a Level I trauma center.

## Objective

Hurley Medical Center's objective was to let the Genesee County community know about its dedication and commitment in a particular field: treating hernias. The Hurley Hernia Center of Excellence provides fully effective treatment with less pain and faster recovery at a facility that is the only one of its kind in the region. The goal of the Hurley hernia treatment program is rapid recovery: getting patients back to doing what they love most without the pain of dealing with a hernia.



## Strategy

The hospital dipped its toe in the water to begin its campaign. They purchased two static bulletins and one digital bulletin for just one four-week period. The creative was tagged "The Hernia Experts," with one message for the entire campaign.

## Plan Details

Markets: Detroit

Flight Dates: Four-week program in April 2013, extended for an additional 12 weeks

OOH Formats Used: Bulletins

The hospital wanted to target the main highways leading into Genesee County: US-23, I-75, and I-69. The combined GRP/IMP (18+) was an impressive 572,249 impressions per week. The OOH vendor used some of its best inventory to get the campaign off the ground. After the initial four-week campaign, the client added a fourth bulletin and extended the campaign for 12 more weeks.



## Results

Hurley Medical Center emailed the advertising agency to let them know "that their phone was ringing off the hook." The hospital not only loved the creative, but the placement of the ads as well. Because of the success of the campaign, Hurley Medical Center recently contracted for four static bulletins and two digital bulletins for a full year.