



INTEGRATED MARKETING CAMPAIGN FOR ST. JOSEPH'S/CANDLER

# MINDSET MARKETING

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TILT THE PLAYING FIELD TO YOUR ADVANTAGE.

ADVERTISING & INTEGRATED MESSAGING

[stirstuff.com](http://stirstuff.com)



By digging into the mindset and media  
consumption habits of consumers most likely to choose our  
client's brand, STIR was able to help St. Joseph's/Candler Health System

## REACH THEIR AMBITIOUS MARKETING GOALS

with a marketing budget only 1/3 the size of their chief competitor.







# LET'S START FROM THE BEGINNING.

**BACKGROUND:** St. Joseph's/Candler is a faith-based, not-for-profit organization in Savannah, Georgia with two anchor hospitals, St. Joseph's Hospital and Candler Hospital, over 25 locations, and several specialty centers of excellence.



**MARKETING OBJECTIVE:** Increase the share of primary and specialty procedures. The challenges were many. First, healthcare is a “loud” advertising category, and while St. Joseph's/Candler is a significant player in their market, they are by no means dominant. \_\_\_\_\_





They were **OUTSPENT** in advertising dollars by their competitor (the established Academic Medical Center)

**3:1**



# HOW DID PEOPLE PERCEIVE THE BRAND?

**MESSAGING RESEARCH:** To find the solution we conducted research into the mindset of the audience. We began with focus group research, which indicated that the marketplace saw St. Joseph's/Candler as owning “compassionate care.”

Yet we weren't **winning** based on this. Further, we discovered that there is a perception that a faith-based system is not as advanced technologically as a teaching hospital.





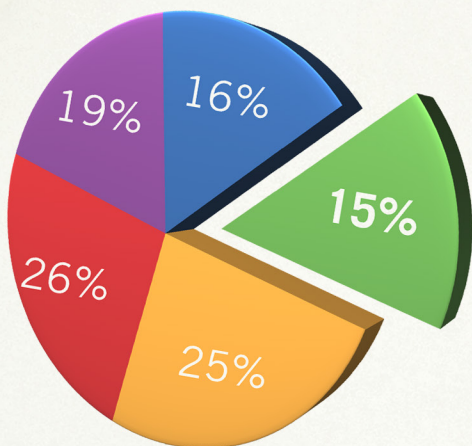
## WHY DID PEOPLE THINK THAT WAY?

We needed to dig deeper to find out the key drivers of behavior. We leveraged HealthStream Research to examine health-related consumer attitudes and behaviors. Five psychographic segments were identified.

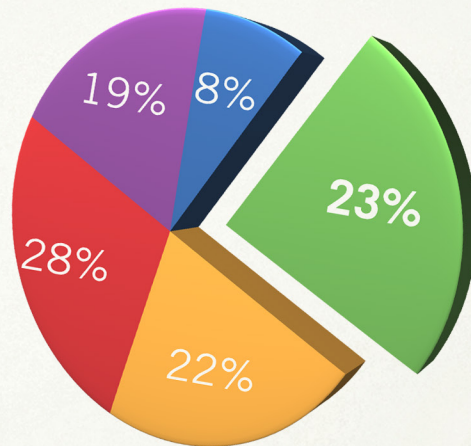


Of these, one was found to be influenced by marketing and information in making their choice – those who see themselves as “Avid Partners” in their own health care. This segment is likely to conduct their own research, is information driven, and is willing to pay more and change physicians to receive superior care. They want the ability to make their own choice in the care they receive. Avid Partners represent a larger segment of the population in Savannah than they do nationally.

National

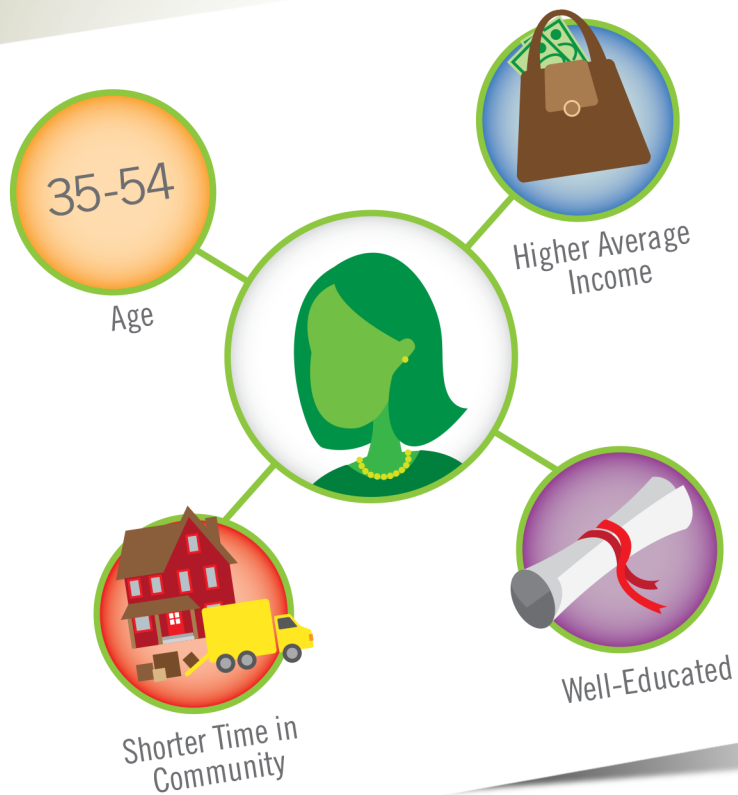


2006 Total Study Area For  
St. Joseph's/Candler Health System



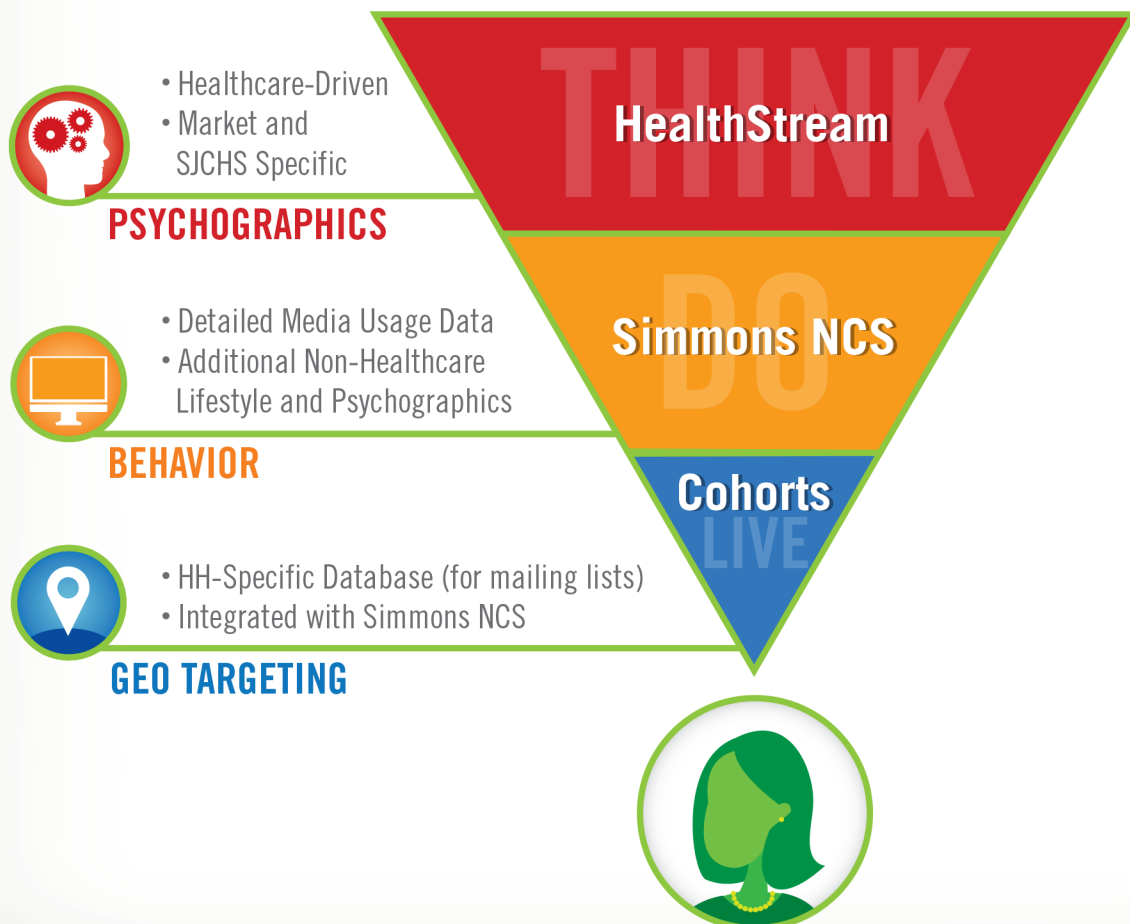
- No Timers
- Auto Pilots
- Fix'ems
- Avid Partners
- Loyal Patients





# PUTTING THE DATA TOGETHER.

**AVID PARTNERS** are a psychographic group with a broad demographic description. To efficiently target them with media, we cross-tabbed HealthStream data with the Simmons NC (National Consumer Study) to build a detailed profile of media habits.







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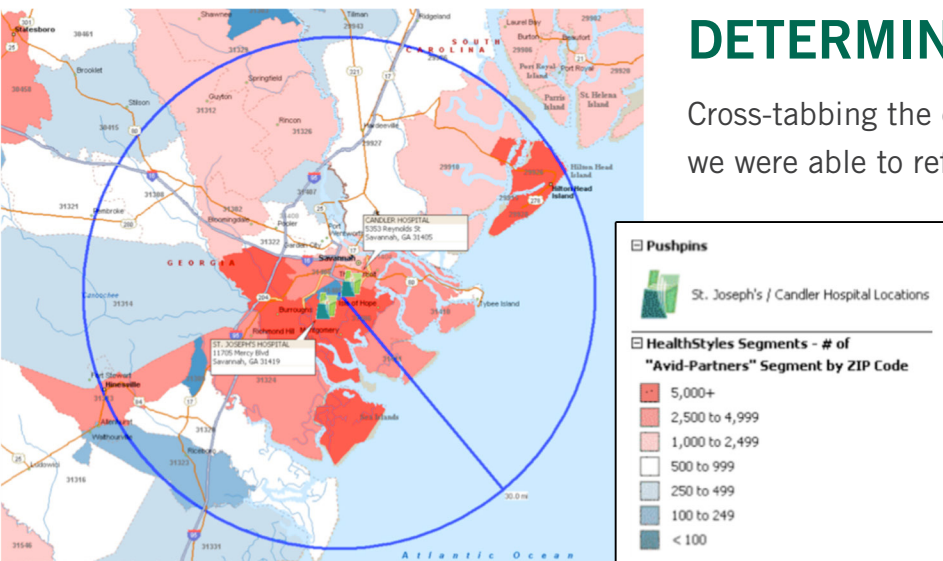


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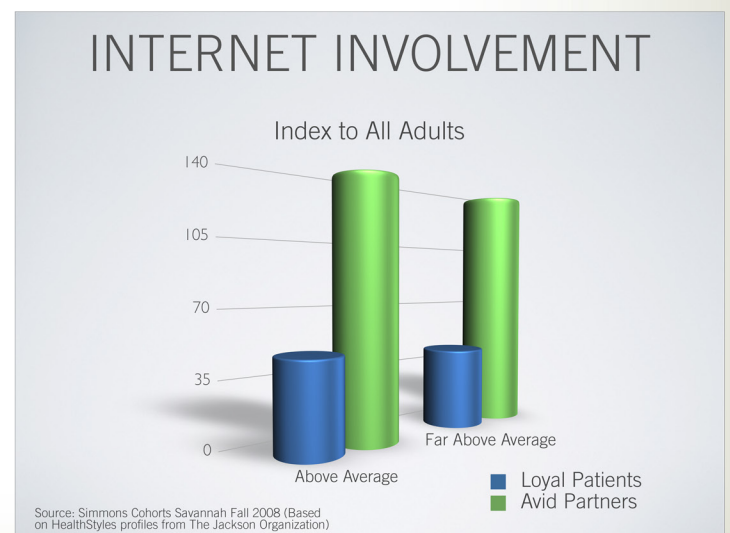
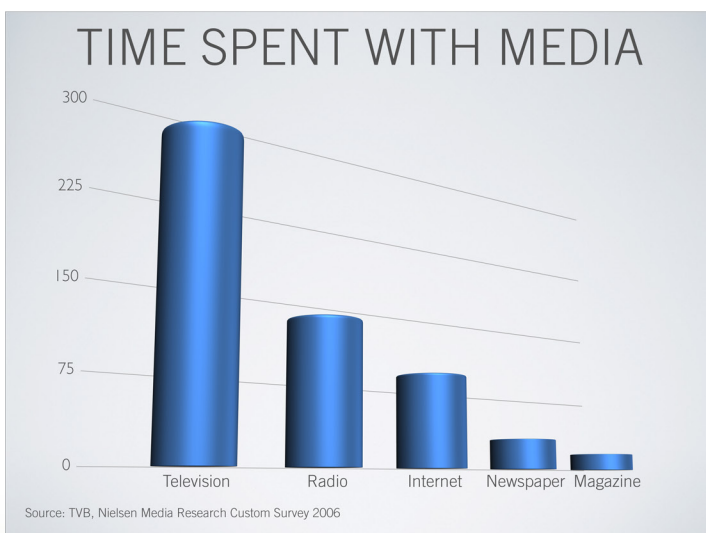
## DETERMINE WHERE THEY LIVE.

Cross-tabbing the data from Healthstream with Cohorts, we were able to refine broad demographic correlation and media habits and identify our target house by house. This allowed us to find the most cost-effective methods to reach our targets, e.g., place more effective outdoor boards, do direct mail, and use geotargeted web marketing.



## DEFINE THE MEDIA.

The data we found was at times counter-intuitive to what would be anticipated based on demographics. High indices were found for many media that could be purchased for pennies on the dollar to a more traditional buy. By enabling the buy to be focused both based on psychographics and geotargeting, we could achieve superior results to our competitors.







# SPEAK TO THEM IN A WAY THEY WANT TO BE SPOKEN TO.

**MESSAGING:** By understanding the attitudes of the target audience, we catered the message most appropriately. Messaging needed to communicate that St. Joseph's/Candler offers patients choice – as well as highlighting their significant technological credentials.







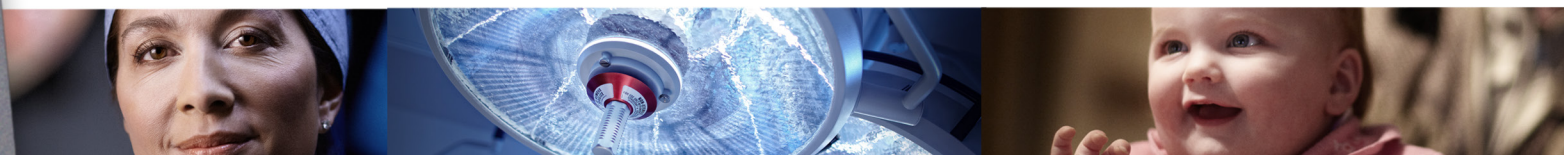
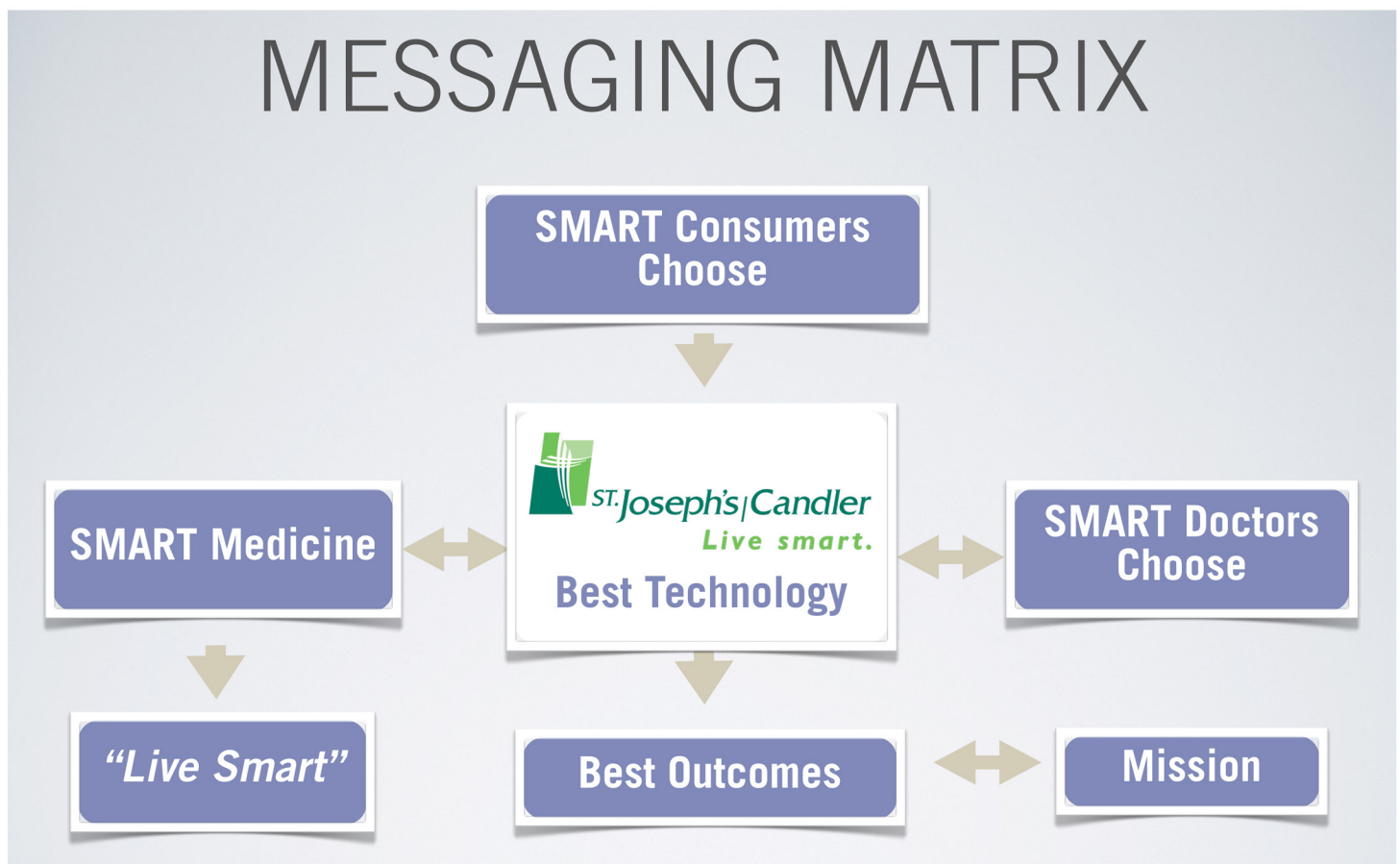
**OUR MESSAGE:** St. Joseph's/Candler is the health system of choice for specialists, independent physicians, and enlightened patients who live smart.

**St. Joseph's/Candler practices SMART Medicine.**

(SMART Medicine = newest technology + top specialists + interaction)

**Simplified, this led to the new tagline: Live Smart.**

## MESSAGING MATRIX



# THE CAMPAIGN OF CHOICE.

“Scuba,” Cardiology



**TELEVISION** is used to change perceptions and to spur the target into doing more research into St. Joseph's/Candler as the smart choice. Messaging focused on St. Joseph's/Candler as the hospital of choice for top specialists in the area, featuring and humanizing the doctors, and highlighting the specialty service lines.

“Neely,” Pediatrics



“Beach,” Oncology

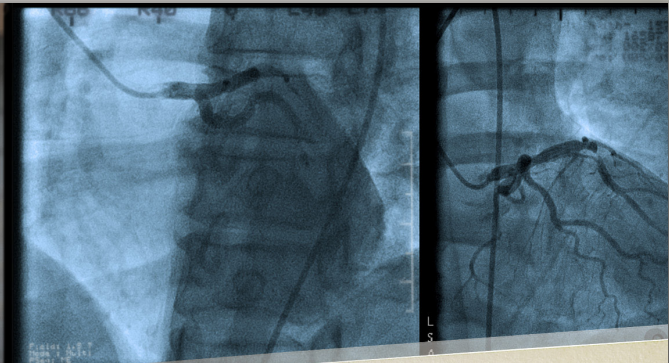


**NEWSLETTERS** help build the believability of the technology and care.





Jeff Kenney, M.D.  
Medical Director,  
SJH Emergency Dept.



St. Joseph's/Candler  
Savannah, GA  
sjchs.org

HOW A 7 MILLIMETER STENT  
CREATED A 120 MILLIMETER SMILE.

Rachel Smith wasn't feeling like herself. Even routine tasks were causing heaviness in her chest and leaving her feeling weak. Rachel's doctor recognized that these might be symptoms of a heart attack and sent her to the Chest Pain Center at St. Joseph's Hospital. When she arrived we immediately took her to the cath lab where a 96% blockage in one of her main heart arteries was found. The team rapidly moved into action, and in less than an hour a life saving stent was in place. The team's quick action and the advanced technologies at The Heart Hospital, opened the blockage and got her back into the arms of her loving granddaughter. Rachel's story is one of the many reasons why I choose to practice at St. Joseph's/Candler.

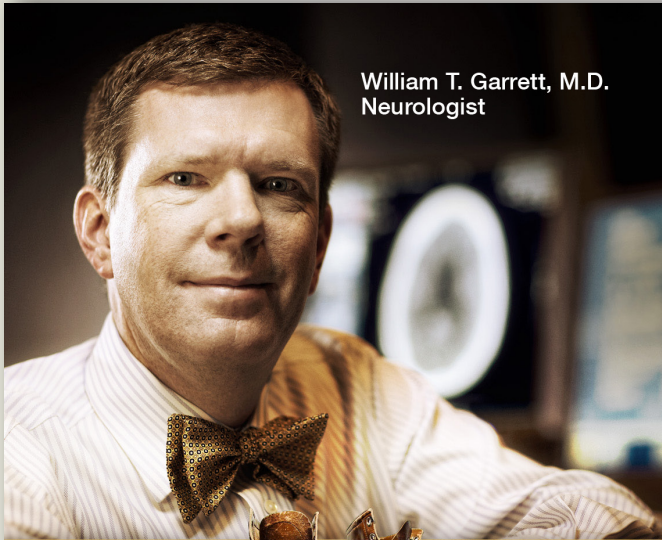
J. Kenney

Jeff Kenney, M.D.  
Medical Director, SJH ED

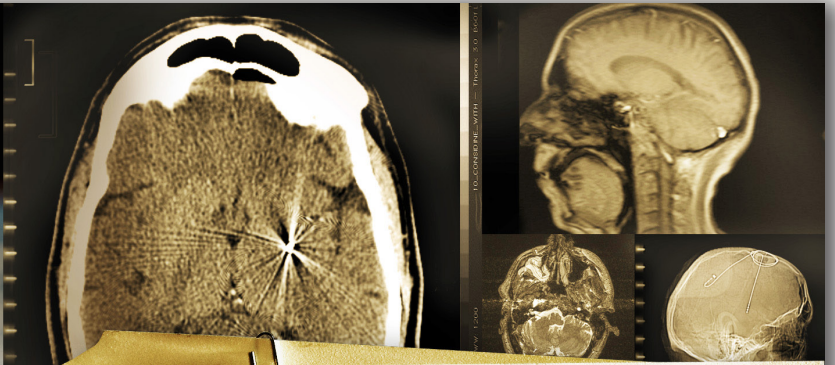


Rachel Smith  
Patient, Grandmother,  
Fighter





William T. Garrett, M.D.  
Neurologist



St. Joseph's/Candler  
Savannah, GA  
sjchs.org



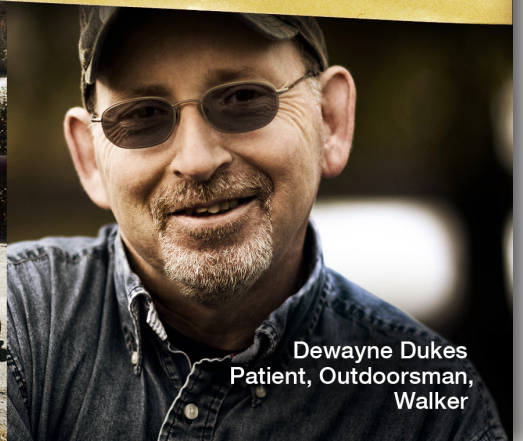
2.5 MILES IN THE MORNING.  
2.5 MILES IN THE EVENING.  
TAKE THAT, PARKINSON'S DISEASE.



My patient Dewayne Dukes was diagnosed with Parkinson's Disease eight years ago. Over time it started to tighten its grip on his body. His medication was having less of an effect on him. He started to slowly lose his independence and mobility. After consulting with Neurosurgeon, Dr. Wirth, we decided Deep Brain Stimulation surgery was just what he needed. St. Joseph's/Candler is the only one in the region to offer this technology. Now Dewayne has regained some of the independence he lost. He's working on getting his life back, one step at a time. That's why I choose to practice at St. Joseph's/Candler.

William T. Garrett, M.D.  
Neurologist

 **St. Joseph's/Candler**  
Institute for Neurosciences

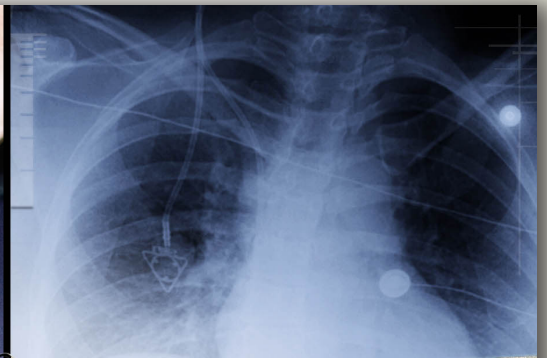


Dewayne Dukes  
Patient, Outdoorsman,  
Walker

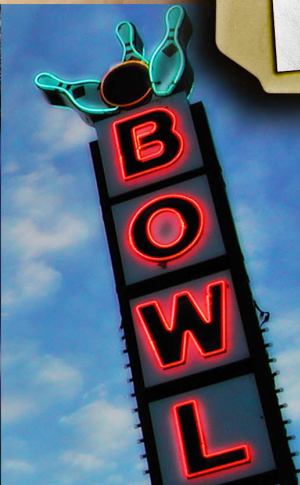




E. Stephen Yeager, M.D.  
Surgical Oncologist



REGINA LIKES TO  
KNOCK THINGS DOWN.  
PINS. FEAR. BREAST CANCER.



Lewis Cancer & Research Pavilion  
Savannah, GA  
cancerpavilion.com



My patient Regina NeSmith was diagnosed with breast cancer. She made the decision to have a lumpectomy. I took a biospecimen from Regina's nodule during her treatment to acquire some clues about what went wrong in her cells. Genetics play a huge role in cancer development. Tissue collection from patients allow for genetic testing and research. This is one of the primary goals of the LCRP's participation as a NCI Community Cancer Center Program. Every patient's tissue donation helps accelerate progress in cancer research. Maybe someday even prevent cancer before it occurs. Regina's sentinel node turned out to be benign and her biggest victory in life took place away from the bowling alley. That's why I choose to practice at St. Joseph's/Candler.

E. Stephen Yeager, M.D.  
Surgical Oncologist

Nancy N. and J.C.  
**Lewis Cancer & Research Pavilion**  
at St. Joseph's/Candler

Regina NeSmith  
Patient, Survivor,  
Bowler

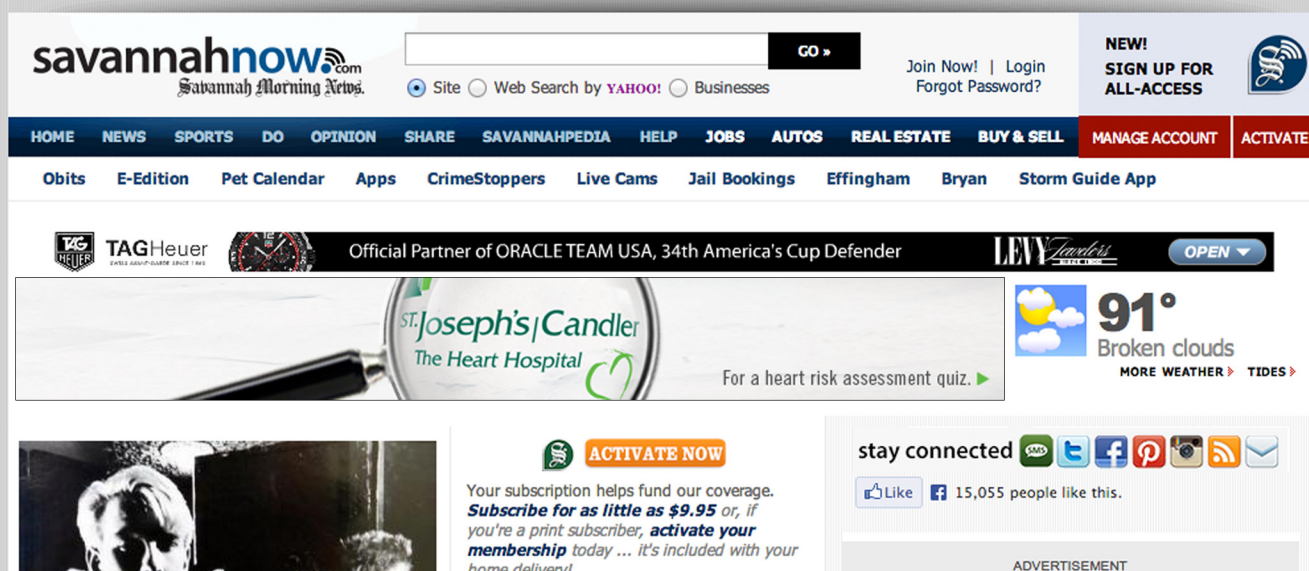






**CONSUMER PUBLICATIONS** are used to educate our target in a medium they trust. Messaging focused on making the smart choice, and highlighted key service lines and highlighting the specialty service lines.

**ONLINE MARKETING** focused on choice and our key specialty service lines – intercepting those that are actively “searching” eliminating waste.





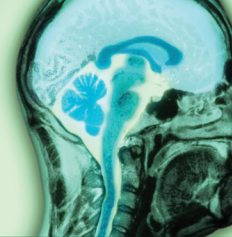
Nancy N. and J.C.  
**Lewis Cancer**  
& Research  
at St. Joseph's/Cancer

After her spinal surgery, she taught her surgeon sewing. He took to it rather easily.




**St. Joseph's Candler**  
Institute for Advanced Bone & Joint Surgery

are used to drive home the superior technology message. and highlighting the specialty service lines.



**The Body's Control Center**

The Institute for Neurosciences is a primary stroke center and home to the most advanced treatment of spine, movement and sleep disorders.

 **Joseph P. Kamp**  
Institute for Neurosciences

**Patient-Centered Neurology**  
Stroke NETwork Regional Hub  
Diagnosis and Treatment of Movement Disorders  
Advanced Spine Technology

**STROKE  
INTERVENTION: THE  
MEDICAL-SURGICAL  
TREATMENTS  
FOR STROKE**

A stroke, sometimes referred to as a "brain attack," is an interruption of blood flow to the brain caused by a clot (called a thrombus) in the arteries, blood clots or aneurysms. Left untreated, stroke can cause lifetime disability or even death.

**Every minute counts**  
Time is a critical factor to effectively treat someone experiencing a stroke. The first two to three hours after symptoms occur are critical.

Dr. Joseph J. Candier offers many medical interventions to identify and effectively treat someone experiencing a stroke, including removing or dissolving blood clots and restoring the blood flow to an aneurysm. Each addresses the specific type of stroke

**Clearing the artery**  
A carotid endarterectomy is a surgery to remove buildup that's blocking blood flow to the artery leading to the brain. Physicians also may choose to perform carotid angioplasty and stenting. This is a less-invasive procedure where the blockage is reached using a catheter with a balloon on the end. The balloon is inflated to open the artery. A wire mesh tube, or stent, may then be inserted to keep the artery open. Jay Howerling, MD, at Neurosurgeons on staff at St. Joseph's/Catholic, was the first surgeon in the region to be trained to perform carotid angioplasty and stenting.

**Clotting/clipping**  
An aneurysm is a balloon-like bulge with blood inside the artery. It's the

aneurysms, which may swell and possibly burst causing a hemorrhagic stroke. Dr. Hoxington uses years of experience and skill to identify which procedures are appropriate for each patient. To stop the blood flow a neurosurgeon might perform a coiling procedure. Tiny wires are used to fill the aneurysm, preventing more blood from entering.

"The other way we treat aneurysms is with clipping surgery. We place a small titanium clip across the neck of the aneurysm, effectively shutting the door to the aneurysm so blood can't get in," explains Dr. Hoxington.

**High-tech imaging aids diagnosis and treatment**

When performing these minimally invasive procedures, Dr. Joseph's Gender provide

Imaging technology called a biplane. "The X-plane is an X-ray machine that lets us see...to guide us when we're doing clot retrieval or putting coils in," Dr. Howington says. "It uses two different imaging planes for a two dimensional picture." The biplane can also be rotated to show how blood flows through the brain.

Dr. Howington explains that technology has improved physicians' ability to diagnose the potential for stroke and its treatment if symptoms are present. "With advances in imaging such as the biplane, we are able to make decisions about which patients we can help by removing the clot in the brain and which patients need other interventions. It's crucial that we have a precise diagnosis to properly treat our patients."





# **PUBLISHED RESULTS- 4 YEARS INTO THE CAMPAIGN:**

Unaided recall of the Live Smart themeline was pegged at:

## **3 Key Service Lines**

Increase in Market Share

**+46.2%**

**CARDIOLOGY**

**+48%**

**ONCOLOGY**

**+3.2%**

**WOMEN'S  
HEALTH**



**+25%** ..... **Best Specialists**  
improved perceptions

**+42.9%** ..... **Best Technology**  
improved perceptions

**93%**

## WATCH THE PRESENTATION:

STIR presented this case study at the Society for Healthcare Strategy & Market Development (SHSMD) 2012 Annual Conference.

 **St. Joseph's Candler**  
Live smart.



**Mindset Marketing**





**Believe it or not, you haven't seen the whole story!**  
**For more details, or to see more case studies, contact Brian Bennett, President.**  
**[brianb@stirstuff.com](mailto:brianb@stirstuff.com) or 414.278.0040**

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**STIR ADVERTISING & INTEGRATED MESSAGING**

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