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informed ingenuity

EVR Healthcare Marketing

DELIVERING
SUCCESSFUL
OUTCOMES

A large, stylized "EVR" logo in a light blue color, centered within a large circular graphic composed of concentric rings.

Located in the
historic millyard district
of Manchester, NH



HOSPITALS

The healthcare industry is headed toward a more consumer-centric model and the same behaviors we have seen in other retail markets will continue to emerge. Value, as defined by the intersection of price, experience and outcomes, will make an everlasting imprint on your brand identity and the brand loyalty you build. Hospitals need to break from the mold of traditional hospital marketing into a more modern approach to successfully nurture patient relationships in this changing environment. We're good at nurturing.



PROVIDERS

In our rapidly advancing digital world, it is no longer enough for healthcare providers to run a print ad, do some direct mail and wait for word of mouth to send patients their way. While traditional channels are still relevant, consumers are engaging online like never before, looking for sources and reviews they trust. Building a patient base in this era of modern marketing requires a fully integrated marketing strategy which leverages both online and offline tactics to deploy the right media mix for both consumers and important referral sources. Consider us your mixologists.



SENIOR LIVING

Leaving the family home is an emotional decision that doesn't come easy. Being able to ease concerns and answer questions before they're even asked establishes your value, builds trust and distinguishes you in a competitive marketplace. The task of making prospects and their loved ones feel comfortable enough to take that final step in the decision-making process can be challenging. We will help you guide them through the door.

Healthcare Marketing Is Evolving. Are You?

EVR answers the call of a healthcare marketplace that demands an agency to be truly full service and fully accountable.

It's important to know the healthcare business, and we do. We are a constant in the ever-changing healthcare marketing industry, able to work with clients to adapt to change and deliver successful results. We're an integrated marketing agency in Manchester, NH with a particular flair for healthcare marketing.

What does it mean to be full service in today's healthcare climate?

We partner with clients from initial concept to final measurement. We create and implement comprehensive campaigns and provide clients with the skill sets and bandwidth they need. We understand what makes brands admired and coveted in the healthcare market, and have a deep roster of strategists and experts in planning, creative, digital and content to make that happen.

Our execution is thorough. We don't just create campaigns that are clever, powerful and digitally sophisticated; we fully understand the channels to deliver the message and have the industry savvy and know-how to create a vibrant and effective market presence.

Healthcare brands must deliver an experience that transcends typical consumer relationships. They balance the perception of compassion and technology while assuring a sense of competence that adheres to a carefully crafted tone in both language and visuals. As brands mature and evolve, a dedicated focus on triggers and tonality will protect brand legacy while positioning them for success in today's changing marketplace.

Good healthcare marketing starts with an expert agency that knows how to help you create and share your message. We make sure you are heard.

Let's talk.

EVR Services

Relationships are everything.

That's what makes our approach to healthcare marketing so successful.

We have a staff that is deep, talented and accessible, ensuring all your needs are met. You need an agency you can trust to deliver the services you want, but it's more than that. You need a partner you can count on and enjoy. We get that.

Our services include:

BRAND COMMUNICATIONS, STRATEGY AND PLANNING

- Research
- Brand strategy development
- Marketing communications planning
- Campaign development and management
- Media planning and placement
- Measurement and analysis

CREATIVE SERVICES

- Creative concept and design
- Copywriting
- TV/video production
- Print production
- Out of home

EVR MEDIA SERVICES

- Media research, strategy and planning
- Traditional media — TV, radio, print, OOH
- Digital media — programmatic, PPC, search engine optimization (SEO), social media, email
- Media placement and monitoring
- Trafficking
- Measurement, analysis and optimization
- Affidavits and reconciliation

WEBSITE AND MOBILE DEVELOPMENT

- Custom user interaction design and UX prototyping
- Mobile app design and development
- Landing page development and A/B testing
- Digital e-commerce storefronts, intranet sites and customer portals
- Content management integration, including WordPress, Drupal, Sitecore and more
- W3C-certified, custom HTML5, CSS3, PHP, .NET, JavaScript and MySQL
- Integrated pre-launch SEO and app store optimization (ASO) services

CONTENT MARKETING

- Content development
- Public relations
- Social media

“EVR has helped us develop a brand that truly reflects our core values and desired positioning in the marketplace. They are thorough in their research, thoughtful in their strategy and skillful in campaign planning and measurement. Their creative work captures the true brand essence of our hospital and cuts through the clutter. I consider EVR to be one of CMC's most valued partners.”

Alex Walker

Executive Vice President
and Chief Operating Officer
Catholic Medical Center, Manchester, NH

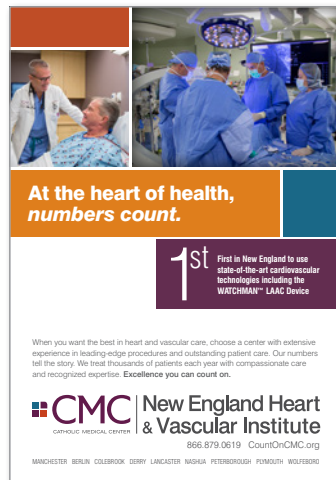
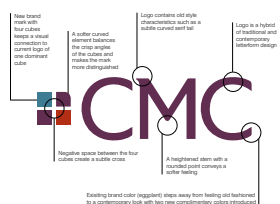
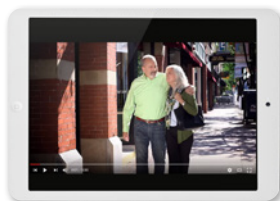
CATHOLIC MEDICAL CENTER

EVR led a comprehensive brand strategy revitalization for CMC, including brand values, competitive positioning, logo re-design, verbal messaging and tactical plans for service lines such as the New England Heart and Vascular Institute, Primary Care and Urgent Care.

DARTMOUTH-HITCHCOCK MEDICAL CENTER

EVR created a new brand identity for Dartmouth-Hitchcock Medical Center and launched a series of ongoing marketing campaigns to promote the master brand and a variety of service lines.

PROJECT SPOTLIGHT: Brand Development



1

The "Heart" concept speaks to CMC's core values and provides a clear and consistent direction for campaign communications. It embodies the CMC legacy brand attributes of caring and compassion and supports more aspirational attributes, such as surgical excellence, quality of care and innovation. Ideally suited to the CMC brand, it offers three creative messaging angles: essential, emotive and cardiac care.

PROJECT SPOTLIGHT: Ortho Campaign



2

One notable highlight of resulting marketing communications was the launch of a high-profile campaign for Orthopedics and Sports Medicine featuring Olympic gold medal freestyle skier Hannah Kearney. Kearney had successful knee surgery and rehab at DHMC prior to her Olympic gold performance. EVR created a campaign that included television, billboard, national print ads, transit, digital initiatives and promotional appearances.



MT. ASCUTNEY HOSPITAL

EVR helped build a strong and well-defined Mt. Ascutney brand that differentiated it in the mindset of its competitive marketplace and created a platform for increased awareness, brand equity and financial growth.



BMC HEALTHNET PLAN

When EVR began its work with Boston Medical Center HealthNet Plan, the Medicaid provider had very low brand presence in the Greater Boston area. The campaign we created resonated with its core audience and reached them through targeted media channels.

PROJECT SPOTLIGHT: Brand Development



3

EVR developed the “small means more” concept, positioning the hospital’s size as a positive in terms of the overall quality of the healthcare experience. We introduced positive associations with the concept of “small,” such as more time with doctors and nurses, more time for conversation and more access to surgical and specialized care—all within the confines of “your” local community hospital.

PROJECT SPOTLIGHT: Targeted Campaign



4

EVR created a marketing campaign targeting BMCHP’s identified demographic of females aged 18–34 across multiple platforms, including programmatic and Facebook ads, radio, transit and billboard, print and laundromat signage in the Greater Boston area. Through these efforts, approximately 70 million impressions were delivered for less than a penny per impression, and new sign-ups increased 57%.