

Healthcare Marketing

- ✓ Multiple service lines
- ✓ Employee recruitment
- ✓ Competing priorities
- ✓ Endless to-do lists

We get it.

EVR creates comprehensive healthcare marketing campaigns built with sophisticated data integration, beautiful design and compelling content to deliver results and achieve organizational goals.

EVR Client: Catholic Medical Center
Photo: John Gauvin, Studio One Photography



EVR

Who We Are

We are EVR—a group of creative thinkers, problem solvers and industry experts.

We're also just a team of people who really like collaborating, challenging and pushing each other to find out-of-the-box solutions and fresh opportunities. Because that's our job. And, honestly, because we love how our work works for you.

We're a seasoned agency with experienced pros combining the traditional and the modern to cultivate integrated strategies that resonate for our clients, no matter their market. There's a reason our vision statement is all about attracting and retaining the best minds in the business. That's how we deliver the most value

to our clients—with the work of our talented pros motivated by professional development and driven to be their best. Clever, informed campaigns with measurable results brand us. But fostering a culture in which our people can grow and thrive is what truly makes us EVR.

Our staff boasts many decades of collective healthcare marketing experience from both the client and agency sides, ensuring that you are working with professionals who understand your business like you do.

What We Do

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 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 needed to deliver the message and have the industry savvy and know-how to create a vibrant and effective market presence.

Hospitals

The healthcare industry is transitioning 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 healthcare marketing into a more modern approach to successfully nurture patient relationships in this changing environment. We're good at growing patient volume and nurturing relationships.

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 more than ever, looking for sources and reviews they trust. Building a patient base in this era of modern marketing requires a fully integrated marketing strategy that leverages online and offline tactics to deploy the right media mix for both consumers and important referral sources. Consider us your mixologists.

Our Services



Brand Communications Strategy & Planning



Creative Services



Media Planning/Buying



Website & Mobile Development



Content Marketing & Social Media



Data Analytics



Patient Acquisition



Patient Acquisition

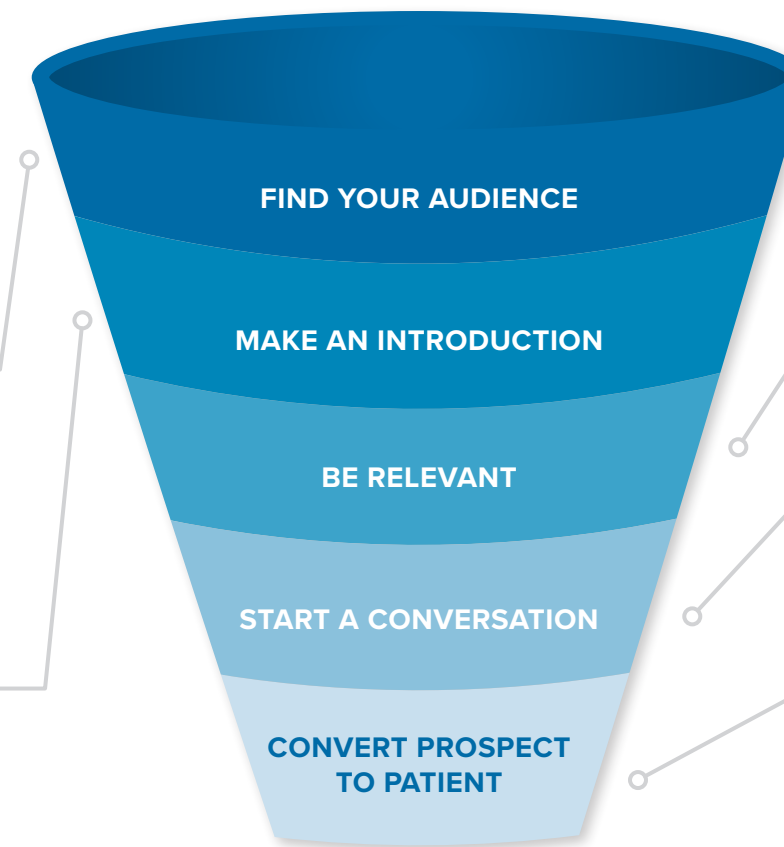
Not all patient acquisition campaigns are created equal, but there are some basic fundamentals that all should follow:

Step 1

Find your audience...or, better stated, let them find you. Put your best foot forward to get a mix of organic and paid digital impressions in front of your key audiences and raise your brand awareness.

Step 2

Make an introduction. Meet them where they are. Supply them with the content they are searching for at the times they are searching.



Step 3

Be relevant. Take patients to the content most relevant to them and their needs and avoid destination disappointment.

Step 4

Start a conversation. If they are interested enough to visit your social channels or website, provide relevant insight to help them make an informed decision.

Step 5

Convert prospect to patient. Nurture the relationship by providing simple and convenient ways to schedule an appointment.

Case Study

Catholic Medical Center

Project: NEHVI Brand Reinforcement Campaign

Challenge/Objective

To develop a campaign that would reinforce the New England Heart & Vascular Institute (NEHVI) as the leading provider of heart care in northern New England.

Strategy

Position NHEVI as a leader in delivering exceptional heart care with a focus on innovations that were first to market.

Messaging

"First at hearts" was used to communicate the ways in which CMC introduced leading-edge innovations in cardiovascular care.

Media Tactics

A robust mix of traditional and digital channels was used throughout the campaign to drive traffic to a custom landing page.

The Numbers

9.6%
Click-Through Rate on
Paid Search Ads

1,997
"Find a Provider"
Webpage Visits

12.5%
Engagement Rate on Paid
Social Assets

Where
heart
meets
innovation.

New Hampshire

- TAVR
- Cardiomechs

New England

- Watchman

The World

- Lumipoint

1st



Case Study

St. Lawrence Health System

Project: Recovery Campaign

Challenge/Objective

To design a campaign that would educate consumers about hospital safety, explain enhanced precautions and convey new policies and procedures in place for those receiving non-COVID care.

Strategy

EVR developed a multichannel campaign to assure the community that SLHS hospitals and clinics are open and safe and that essential health services should not be ignored.

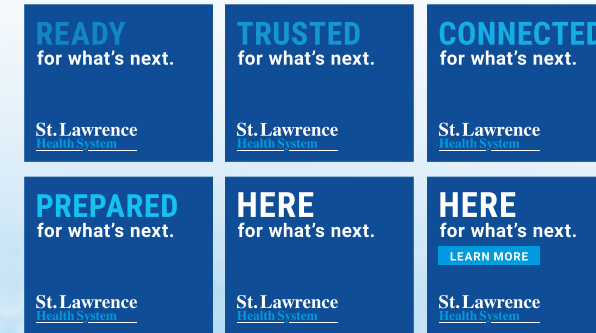


Messaging

Creative messaging connected the forward-thinking concept of “what’s next” with the idea that SLHS is always ready and available to serve local communities.

Media Tactics

Digital and traditional assets, including print, billboards, digital display, radio, social video, native ads, paid search and custom landing pages, were used throughout the campaign.



The Numbers

1,898

High-Opportunity Web Actions

19.7%

Overall Engagement Rate on Facebook

7x

Average Click-Through Rate on Paid Search

4,144,368

Impressions Delivered Through Digital and Broadcast Channels

4,581,675

Impressions Delivered Through Campaign Billboards

Case Study

Rochester Regional Health

Project: Integrated Campaign

Challenge/Objective

To shift brand positioning for the system to further differentiate the brand from its major competitor.

Strategy

Worked with leadership to gain an understanding of the brand as they envisioned it, resulting in a new positioning statement.

*The Design of Better
Next is Now*

Moving Lives Forward

Pioneering Different

NEXT
IS NOW

Messaging

"Next Is Now" started as a simple campaign tagline and was built into an integrated campaign to power marketing initiatives.

THERE'S
NO TIME TO
WAIT FOR
WHAT'S NEXT.

NEXT
IS NOW

Rochester Regional Health is a leading provider of comprehensive care for Western New York and the Finger Lakes region. From harnessing research and technology, to helping patients redefine the odds—we are leading the evolution of healthcare. It's a commitment to health that exceeds expectations, reaching beyond the present into what's next.
Find out how at NextIsNow.org

ROCHESTER
REGIONAL HEALTH

Clifton Springs Hospital & Clinic
Rochester General Hospital
Rochester General Hospital
United Memorial Medical Center
Unity Hospital

THERE'S NO
TIME TO WAIT.

ROCHESTER
REGIONAL HEALTH

NEXT
IS
NOW

Media

Teaser elements worked to stir interest in the campaign while building up to a dramatic reveal during the Super Bowl telecast, followed by smart programmatic and social media placements.

The Numbers

15%

Increase in RRH.org
Organic Traffic

37,414

Unique Users Driven to
Campaign Microsite

61%

Higher Brand Recall
Over Competitors



We can help.

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Some of our current and past healthcare clients



ROCHESTER
REGIONAL HEALTH



**Home Health
& Hospice Care**



St. Lawrence
Health System





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