

## Case Study

# Catholic Medical Center

Service Line Campaign: Heart & Vascular

### Overview

Catholic Medical Center (CMC), a prominent New Hampshire-based hospital system nationally recognized for its outstanding heart care, sought to enhance its online presence and engage with a broader audience. The CMC team selected EVR Advertising to revamp the institution's digital marketing strategy due to EVR's proven track record in healthcare marketing and its expertise in crafting compelling online campaigns.

### Challenge/Objective

CMC's New England Heart and Vascular Institute (NEHVI) needed a campaign that would solidify its position as the foremost heart care provider in northern New England, distinguishing itself in the competitive landscape of local and Boston-area hospitals while reinforcing CMC's core brand identity centered around compassionate excellence.

### Strategic Approach

To help better position NEHVI as a leader in delivering compassionate heart care, the strategic approach focused on promotion through education about the specific treatments offered, highlighting innovative technologies and procedures that NEHVI was "first" to deliver as well as patient testimonial stories.

1st

- New Hampshire
  - TAVR
  - Cardiomechs
- New England
  - Watchman
- The World
  - Lumipoint

### Tactics

The campaign was dedicated to educating the population on the importance of heart care and emphasizing NEHVI's history of innovative "firsts." The campaign tagline, "Where Heart Meets Innovation," was adapted from the hospital's master brand messaging to give NEHVI its own voice while aligning with the familiar master brand. The prominent message of "First at hearts. And second chances." was woven throughout the campaign.

A robust mix of traditional and digital channels ran throughout the campaign, driving traffic to the custom "firsts" landing page, [countoncmc.org](http://countoncmc.org).



New England Heart & Vascular Institute



### In 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



EVRadvertising.com  
155 Dow Street, Suite 300  
Manchester, NH