



Case Study: Palms West Hospital - Pediatrics

Challenge:

Analysis conducted three years after the pediatric department opened at Palms West Hospital showed that residents continued to drive out of the primary market area for pediatric healthcare. The challenge was to increase awareness of PWH pediatrics services to drive volume/census.

Strategy:

A product line specific campaign was developed targeting the primary market area. The message was not solely focused on the range of pediatric services, but the quality of care available in their neighborhood. The integrated campaign included local print, out-of-home, public relations and events.

Results:

Results were significant. Average daily census increased by 38% over same period prior year. Admissions increased by 15% over prior year while pediatric emergency visits steadily climbed by 34% over prior year.