



GO-TO-MARKET CAMPAIGN

Dignity Health - St. Rose Dominican

North Las Vegas

SUMMARY

Based in The Woodlands, Texas, Emerus is the nation's innovator of micro-hospital solutions, enhancing the delivery of patient care through high-end, turnkey operations. Since its inception in 2006, Emerus has tripled its market-wide presence on a national level with over 27 micro-hospitals. Our state-of-the-art micro-hospitals comprise of several national health care brands across 11 markets, with 20 new facilities under development. Emerus will continue its growth over the next several years with a projected goal of more than 60 facilities across 15 markets by 2021.

During market launch planning for Nevada, **external analysis was gathered through focus groups** revealing several negative perceptions from participants concerning their experiences with hospitals, free-standing emergency rooms and urgent care centers. Insights showed a key factor in consumer dissatisfaction was **a general lack of knowledge regarding the neighborhood hospital model and the services it provides to a community.** The viewpoints of residents in the local community proved largely apathetic, and due to this perception, Marketing prepared to face significant challenges driving patient volume during the first 60 days of operation. To mediate community indifference, **Marketing's task was to strategically execute a unique and educational integrated marketing campaign that generated awareness about our newest state-of-the-art facility and allowed for seamless alignment with the mission and values of our health system partner, Dignity Health.** With a budget of less than \$130,000 and approximately 120 days to plan, the challenge was to produce a multi-channel campaign that differed from typical hospital marketing and stirred excitement throughout the community.

The Go-to-Market campaign for Dignity Health - St. Rose Dominican North Las Vegas Campus was executed during summer '17 in Las Vegas, NV, and objective planning began in the spring. The primary goal behind the advertising campaign was to introduce the first Dignity Health - St. Rose Dominican Neighborhood Hospital to the Las Vegas

Valley and to increase exposure of our innovative model; community micro-hospitals that provide ease-of-access to emergency services while offering shorter wait times and world-class care, close to home.

Messaging was tailored to **communicate across multiple platforms using a broad range of public relations and marketing tools to evoke excitement and educate the community about the new hospital opening.** While digital platforms were key for tracking and engagement purposes, traditional print vehicles proved instrumental in reaching audiences who were less likely to engage with digital channels, such as email or digital advertising. By promoting the campaign across a wide range of platforms, we could achieve **message saturation**, which would lead to further **exposure and community pride** and alter the perceptions noted in previous research.

To generate awareness around the opening of the first Dignity Health - St. Rose Dominican Neighborhood Hospital, Marketing deployed a multi-layered advertising plan. Integrated mediums included traditional vehicles such as television, print insertions, direct mail postcards, and out-of-home, as well as digital channels, including web banners, digital TV, and pre-roll video. These channels were geo-targeted to audiences within 5 miles of the new hospital, and messaging catered to specific demographics, such as young adults, families and seniors. Creative messaging explained how the same compassionate care already known from Dignity Health - St. Rose Dominican is now easily accessible in their neighborhood, offering convenience and top-notch services for their families.

Due to strategic campaign planning, communication and innovative marketing tactics, the North Las Vegas Go-to-Market campaign proved the organization could overcome consumer apathy and general lack of knowledge, while also reaffirming **Emerus listened to the collective voice of its target audience, took proactive measures and exceeded expectations.**

RESULTS

 **590%** PATIENT VOLUME
increase in first 60 days

| MEDIA IMPRESSIONS: | TEASER | NOW OPEN | TOTAL |
|-----------------------------|-----------|-----------|-------------------|
| Print | 260,000 | 427,500 | 687,500 |
| Cable TV | 2,597,620 | 6,647,574 | 9,245,194 |
| TRADITIONAL TOTAL | | | 12,530,304 |
| Billboard | 1,894,195 | 3,866,535 | 5,760,730 |
| LVAC | 100,000 | 300,000 | 400,000 |
| Movie Theater | 116,730 | 210,114 | 326,844 |
| Gas Pumps | 102,150 | 204,300 | 306,450 |
| OUT-OF-HOME TOTAL | | | 6,794,024 |
| Direct Mailer | 35,583 | 35,583 | 71,166 |
| Door Hanger | -- | 15,006 | 15,006 |
| DIRECT CONTACT TOTAL | | | 121,755 |

| DIGITAL TEASER | IMPRESSIONS | CLICKS | CTR |
|-------------------|-------------|--------|-------|
| Geo-fence Display | 274,460 | 1,189 | 0.43% |
| Pre-Roll | 145,002 | 211 | 0.15% |
| Targeted Display | 389,538 | 248 | 0.06% |
| HIPAA Targeted | 205,665 | 139 | 0.07% |

| DIGITAL NOW OPEN | IMPRESSIONS | CLICKS | CTR |
|-------------------|-------------|--------|-------|
| Geo-fence Display | 108,741 | 478 | 0.44% |
| Pre-Roll | 116,021 | 151 | 0.13% |
| Targeted Display | 270,723 | 523 | 0.19% |
| HIPAA Targeted | 169,572 | 227 | 0.13% |

NOW OPEN

574 GEO FENCE
CONVERSION ZONE
21% from competitor

E-BLAST

Delivered: 8,036
Open Rate: 3.78%
Click Rate: 0.54%

214 GOOGLE ADWORDS
CONVERSIONS


PRESS RELEASE

Pickup: 223
Views/Hits: 8430
Multimedia: 871
Engagement: 2

ADVERTISING CAMPAIGN

GO-TO-MARKET CAMPAIGN

DIGNITY HEALTH - ST. ROSE DOMINICAN
NORTH LAS VEGAS

PATIENT VOLUME  **590%** increase in first 60 days

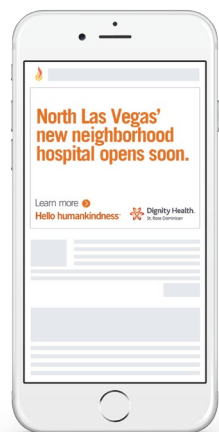
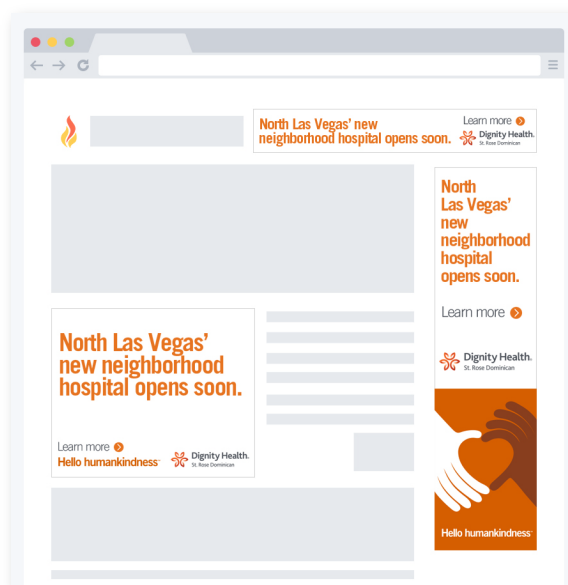
IMPRESSIONS

12,530,304 traditional media
6,794,024 out of home
3,419,466 digital
121,755 direct contact

574 GEO-FENCE CONVERSION ZONE
21% from competitor

214 GOOGLE ADWORDS conversions

Teaser: Web Banners



Teaser: Direct Mail



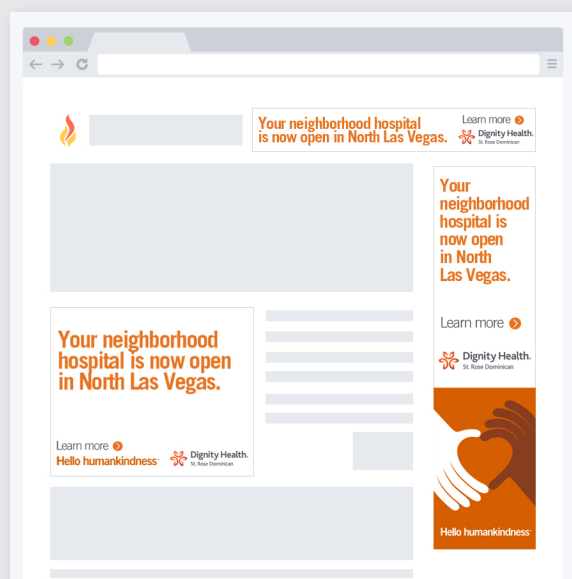
Teaser: Print Ad



Teaser: Billboard



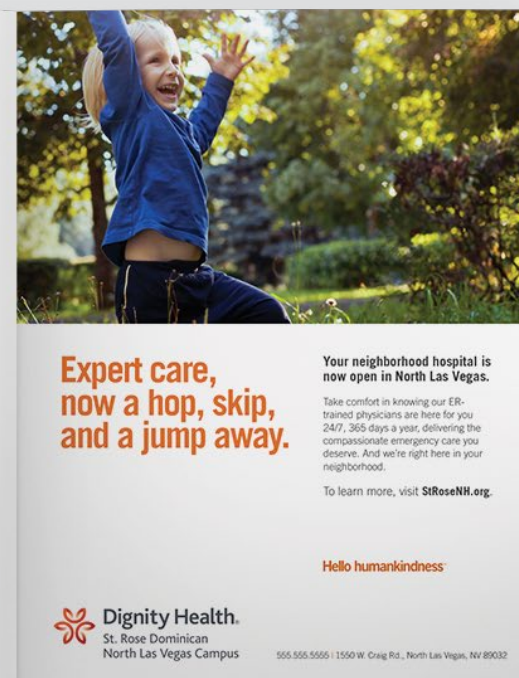
Now Open: Web Banners



Now Open: Billboard



Now Open: Print Ad



Now Open: Door Hanger

Health Care YOU DESERVE.
Dignity Health - St. Rose Dominican North Las Vegas Campus offers short wait times for emergency care supported by a full range of services you would expect from a hospital. When an emergency happens, a minutes away.

EMERGENCIES TREATED

- Acute abdominal pain
- Allergic reactions
- Altered mental status
- Asthma and breathing problems
- Bone setting and splinting
- Burns
- Chest pain and heart attacks
- Diabetes
- Dislocated joints
- Foreign object removal
- Headache
- Head injuries
- Infection
- Obstetrics
- Pain control
- Phlebotomy
- Stroke, heart and lung
- Surgical and dental emergencies
- Trauma and fractures
- Unconscious

Take comfort in knowing our ER-trained physicians are here for you 24/7, 365 days a year, delivering the compassionate emergency care you deserve. And we're right here in your neighborhood.

NORTH LAS VEGAS
1550 W. CRAIG RD.
NORTH LAS VEGAS, NV 89032
702-777-3615
SIRoseNH.org

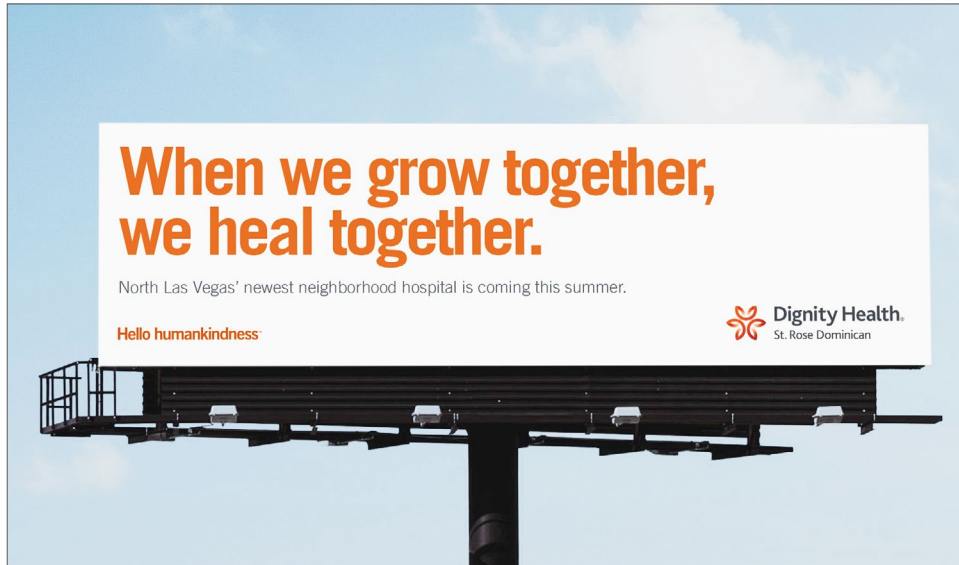
BILLBOARDS



Teaser

Now Open

TEASERS



Teaser I



Teaser II

NOW OPEN



Now Open I




Now Open II

PRINT ADS

Teaser

Now Open






A community that grows together, heals together.

North Las Vegas' newest neighborhood hospital is coming this summer.

We believe compassionate emergency care begins with our community, which is why Dignity Health - St. Rose Dominican is bringing you a new hospital that's as smart, caring, and adaptable as you. And we're right in your neighborhood, open 24/7.

To learn more, visit StRoseNH.org.

Hello humankindness™

 **Dignity Health.**
St. Rose Dominican
North Las Vegas Campus

1550 W. Craig Rd., North Las Vegas, NV 89032

Now Open |



**We're close,
for comfort.**

**Your neighborhood hospital is
now open in North Las Vegas.**

Take comfort in knowing our ER-trained physicians are here for you 24/7, 365 days a year, delivering the compassionate emergency care you deserve. And we're right here in your neighborhood.

To learn more, visit StRoseNH.org.

Hello humankindness™

 **Dignity Health.**
St. Rose Dominican
North Las Vegas Campus

702.777.3615 | 1550 W. Craig Rd., North Las Vegas, NV 89032

Now Open II



**Expert care,
now a hop, skip,
and a jump away.**

**Your neighborhood hospital is
now open in North Las Vegas.**

Take comfort in knowing our ER-trained physicians are here for you 24/7, 365 days a year, delivering the compassionate emergency care you deserve. And we're right here in your neighborhood.

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Hello humankindness™

 **Dignity Health.**
St. Rose Dominican
North Las Vegas Campus

555.555.5555 | 1550 W. Craig Rd., North Las Vegas, NV 89032

DIRECT MAIL



Teaser

Now Open

TEASER



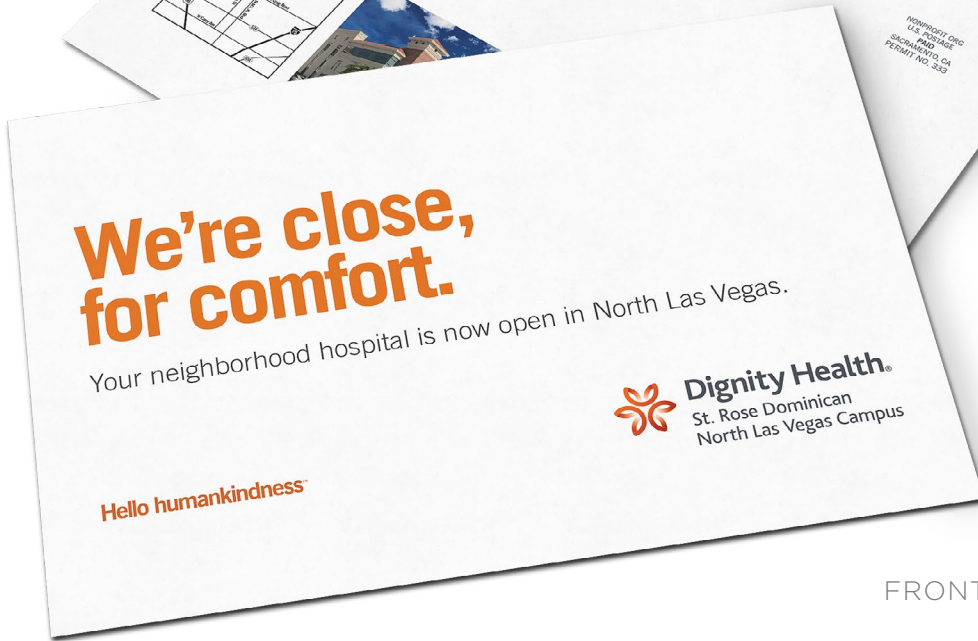
BACK

FRONT

NOW OPEN



BACK



FRONT

DOOR HANGER



Now Open

FRONT

BACK



Your neighborhood hospital is now open 24/7



Dignity Health.
St. Rose Dominican
North Las Vegas Campus

Take comfort in knowing our ER-trained physicians are here for you 24/7, 365 days a year, delivering the compassionate emergency care you deserve. And we're right here in your neighborhood.



Dignity Health.
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North Las Vegas Campus

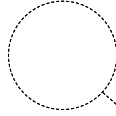
NOW OPEN

1550 W. Craig Rd.
North Las Vegas, NV 89032

702-777-3615 StRoseNH.org



Hello humankindness




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- Bone setting and splinting
- Burns
- Chest pain and heart attacks
- Dehydration
- Dislocated joints
- Foreign-object removal
- Headache
- Head injuries
- Infection
- Overdoses
- Pain control
- Pneumonia
- Rashes, insect bites, stings
- Seizures
- Simple and complex lacerations
- Sprains and broken bones
- Strokes



NORTH LAS VEGAS
1550 W. CRAIG RD.
NORTH LAS VEGAS, NV 89032
702-777-3615

StRoseNH.org

MAGNET




Dignity Health.
St. Rose Dominican
North Las Vegas Campus

NOW OPEN

1550 W. Craig Rd.
North Las Vegas, NV 89032

702-777-3615 StRoseNH.org




WEB BANNERS




Teaser

Now Open

TEASERS: FACEBOOK AD




Dignity Health - St. Rose Dominican North Las Vegas
Sponsored · 

[Like Page](#)

A community that grows together, heals together.

North Las Vegas' newest neighborhood hospital is opening soon.




Hello humankindness™



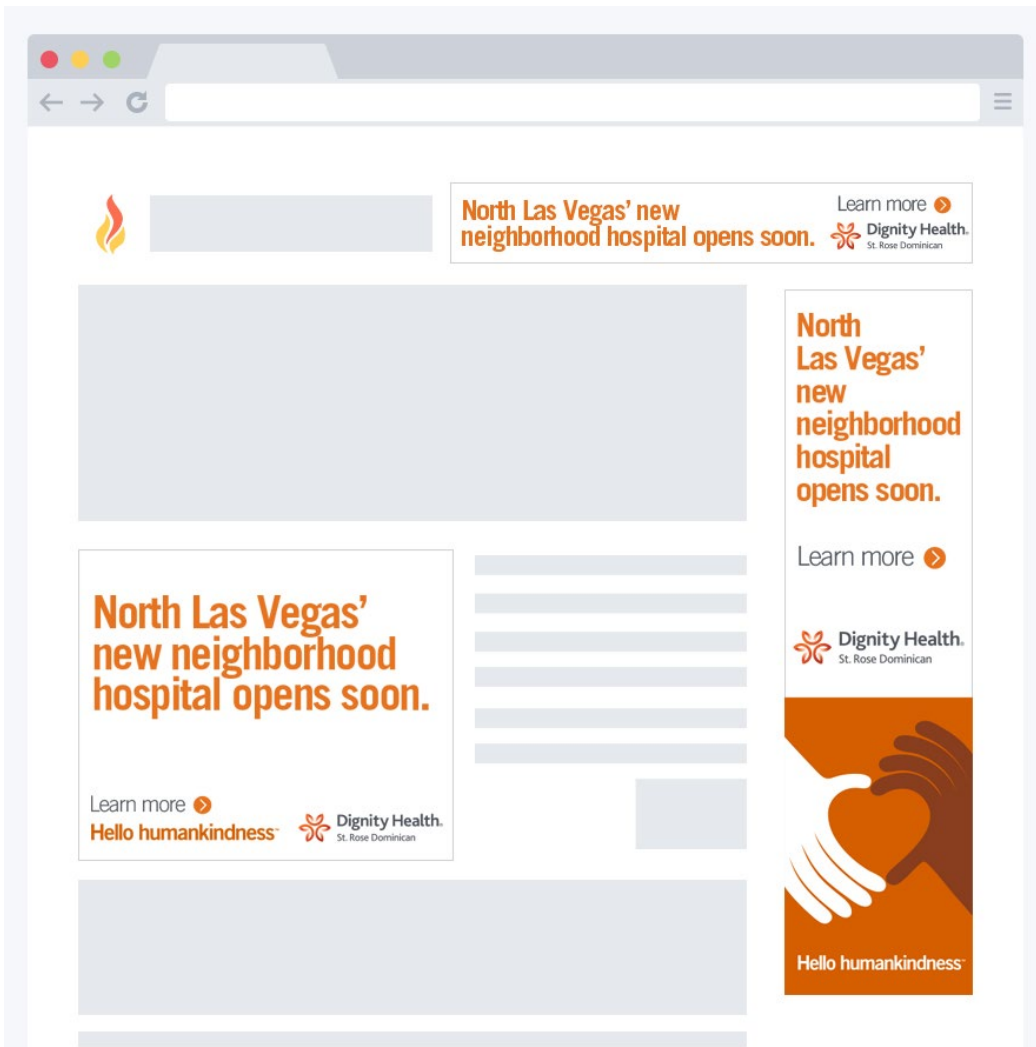
Dignity Health.
St. Rose Dominican
North Las Vegas Campus

[Learn More](#)

125 Reactions 5 Comments 19 Shares

 **Like**  **Comment**  **Share**

TEASERS: DIGITAL WEB BANNERS




320 X 50


300 X 250


160 X 600

160 X 600

North Las Vegas' new neighborhood hospital opens this summer.


Learn more 


 **Dignity Health.**
St. Rose Dominican




Hello humankindness™

Your new neighborhood hospital is coming this summer to North Las Vegas.

Learn more 

 **Dignity Health.**
St. Rose Dominican



Hello humankindness™

300 X 250

North Las Vegas' new neighborhood hospital opens this summer.

Learn more 

Hello humankindness™  **Dignity Health.**
St. Rose Dominican

Your new neighborhood hospital is coming this summer to North Las Vegas.

Learn more 

Hello humankindness™  **Dignity Health.**
St. Rose Dominican

320 X 50

North Las Vegas' new neighborhood hospital opens this summer.

Learn more 


 **Dignity Health.**
St. Rose Dominican


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Learn more 

 **Dignity Health.**
St. Rose Dominican


NOW OPEN: FACEBOOK AD




Dignity Health - St. Rose Dominican North Las Vegas
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Your new neighborhood hospital is now open in North Las Vegas.

Learn more 




Hello humankindness™



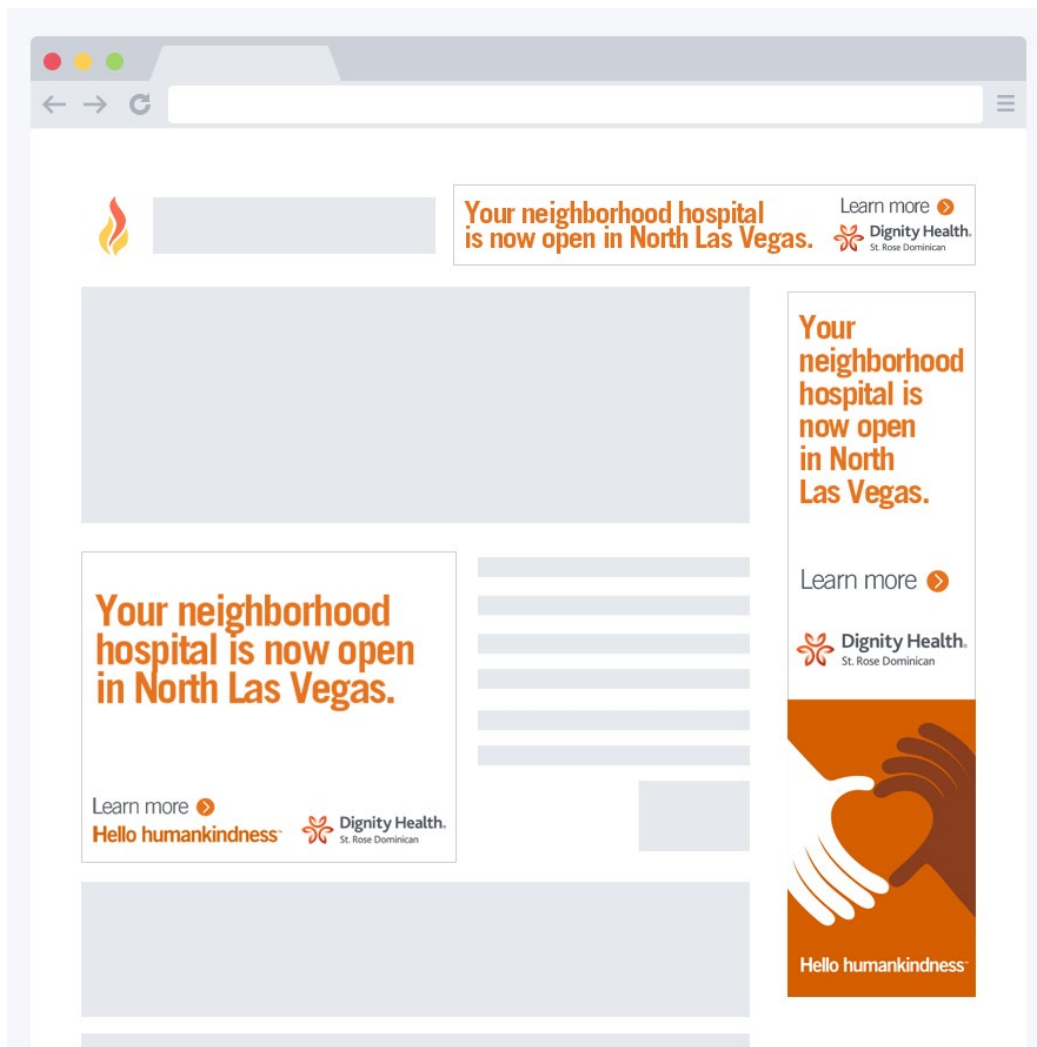
Dignity Health®
St. Rose Dominican

[Learn More](#)

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NOW OPEN: WEB BANNERS




320 X 50


300 X 250


160 X 600

160 X 600

Your neighborhood hospital is now open in North Las Vegas.

Learn more 

 **Dignity Health.**
St. Rose Dominican



Hello humankindness™

300 X 250

Your neighborhood hospital is now open in North Las Vegas.

Learn more 

Hello humankindness™  **Dignity Health.**
St. Rose Dominican

320 X 50

Your neighborhood hospital is now open in North Las Vegas. Learn more 

 **Dignity Health.**
St. Rose Dominican

HOMEPAGE SLIDER



Now Open



ABOUT | CONTACT

SERVICES

PATIENT INFO

NEWS

CAREERS

FIND A LOCATION

Your new neighborhood hospital
is now open in North Las Vegas.

West Craig Road & Camino Al Norte

LEARN MORE

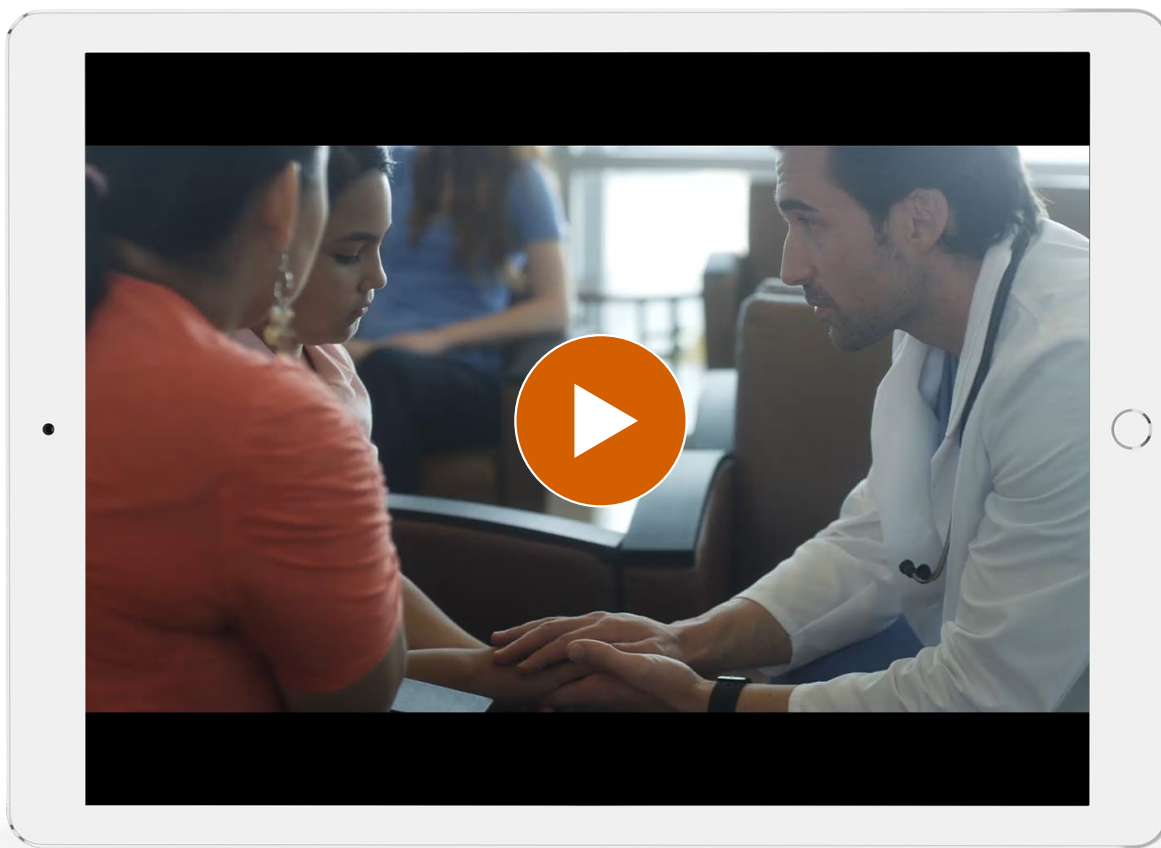
— NOW OPEN —

VIDEO PRE-ROLL

Teaser (:15)

Now Open (:15)

TEASER (:15)



VIDEO (CLICK TO PLAY)

NOW OPEN (:15)



VIDEO (CLICK TO PLAY)

TV SPOT



Now Open (:30)



VIDEO (CLICK TO PLAY)

MOVIE THEATER SPOT

Teaser (:30)



VIDEO (CLICK TO PLAY)