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Delivering Results and Then Some

A CASE STUDY:

Barrett Hospital & HealthCare

Obstetrics Campaign





Background

- Founded in 1922
- 18 beds
- 275 employees
- New facility opened in 2012
- Provide healthcare to 12,000 patients
- Top 100 Critical Access Hospital in the United States

Strategy

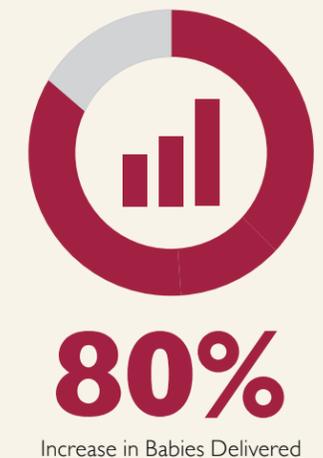
We used the headline “We’re with You Every Step of the Way” to convey the partnership and one-on-one, continual care offered by Barrett. Using imagery ranging from adorable baby feet, to a montage of a pregnancy to childhood journey, we relayed the message that providers at Barrett do more than deliver babies. The body copy educated women about the family medicine practitioners who could take care of them, their babies, and the rest of their family. Direct mail, print ads, radio, and outdoor boards conveyed these messages.



Results

Deliveries increased an unheard of 80%.

Women discovered that they had options and that one-on-one care in luxurious rooms was available close to home.



The Challenge

Barrett Hospital & HealthCare had skilled family practice providers that also specialized in obstetrics ... but it was an unintentionally kept secret. Their competition in Butte was delivering 20 babies a day, while Barrett offered spacious rooms and specialized care. Engaging and educating women ages 20-41 was necessary to convey the message that Barrett delivered one-on-one care. Additionally, it was important to communicate that Barrett providers could take care of expectant mothers from before pregnancy and beyond—including taking care of their babies as family practice providers.

Our Solution

Legato Healthcare Marketing developed an obstetrics campaign for Barrett.

At the heart of the campaign were three goals:

1. Increase deliveries at Barrett
2. Educate women about the benefits of delivering at Barrett
3. Tell women that the primary care providers at Barrett could see them along every step of their journey