



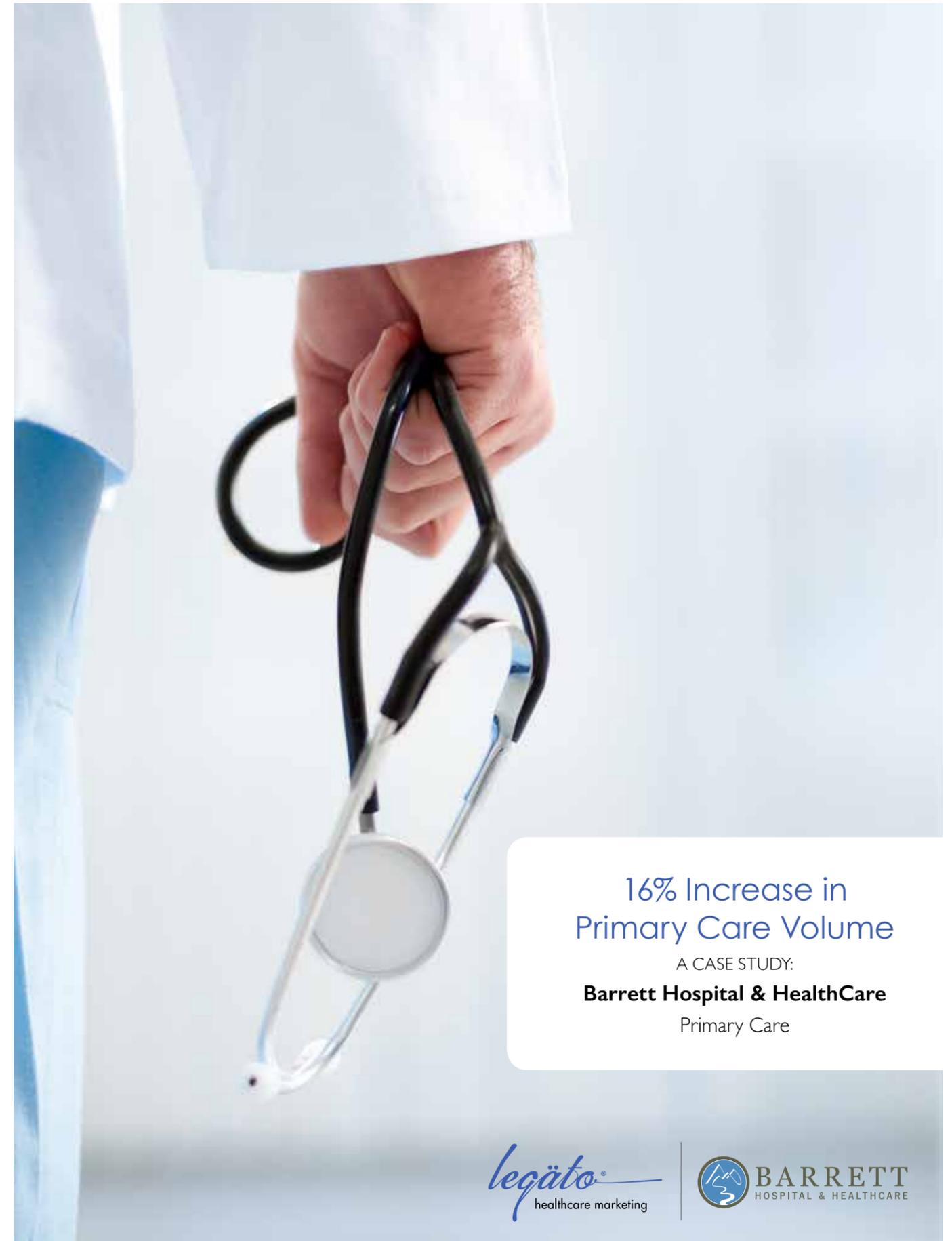
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16% Increase in Primary Care Volume

A CASE STUDY:

Barrett Hospital & HealthCare

Primary Care



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 presented the primary care providers at Barrett as both a team and as unique individuals, associating each member with a special hobby or interest. This “As Unique as the People We Treat” campaign gave a little bit of information on each provider, suggesting that any member of the public would be able to find a provider to match his or her needs and interests. The body copy expanded on the importance of primary care. Direct mail, print ads, and outdoor boards conveyed these messages.



Jana Barnes
PA-C, Family Practice

As a Peace Corps volunteer, Jana Barnes worked in HIV/AIDS education and community development in Swaziland, Southern Africa. The Dillon native is happy to be back serving the community, working part-time in the Family Practice Clinic and part-time as an Orthopedic Surgical Assistant. She enjoys skiing, golfing, hiking, and camping in her free time.

As Unique as the People We Treat

No matter your age, gender, or interests, there's a provider at Barrett that's right for you. Our highly qualified providers have a wide variety of backgrounds—just like our patients. See a skilled family practice physician, nurse practitioner, physician assistant, or get extra insight on diagnoses and health issues from an internal medicine physician. Get personalized and customized care with your primary care provider at Barrett.

CALL 406-683-1188 TO SCHEDULE AN APPOINTMENT. FOR MORE INFORMATION VISIT BARRETHOSPITAL.ORG

The Challenge

Thanks in part to perceptions that Barrett Hospital & HealthCare was exclusive and expensive due to their beautiful new facility, patient volumes weren't growing as they should have been. Community engagement and education was necessary to convey the message that Barrett was accessible, with down-to-earth, relatable providers. Making physicians more visible and approachable was an opportunity for growth, as well as increasing the audience's preference to use primary care services.

Our Solution

Legato Healthcare Marketing developed a primary care campaign for Barrett.

At the heart of the campaign were three goals:

1. Increase patient volumes
2. Humanize providers
3. Highlight the importance of primary care

Results

In just one year, primary care volumes increased an impressive 16%.

The materials resonated with the audience, and more members of the community decided to “meet their match” at Barrett Hospital & HealthCare.

