

INCREASE SURGICAL & FAMILY
MEDICINE VOLUMES THROUGH
TARGETED MARKETING

A CASE STUDY:

Rochelle Community Hospital



Background

As a critical access hospital, **Rochelle Community Hospital** knew that its continued growth hinged on its ability to enhance its reputation for providing quality care and build awareness of its services to keep patients local.

While the town of Rochelle, Illinois, has had a private hospital off and on since 1913, the current hospital was established in 1964 as a private entity.

Since then, RCH has continued to grow. Today, the 25-bed hospital and medical clinic offers primary care, diagnostic imaging, home healthcare resources, rehabilitation, occupational health, surgical services, as well as a variety of other outpatient services and emergency care.



The Challenge

RCH had been a cornerstone of the community for over a decade, but it struggled to build awareness of its services and compete as a trusted healthcare resource.

In order to increase volume and ultimately, revenue, the hospital needed residents to think of RCH first for primary and specialty care—even if a provider referred them elsewhere. This was a significant challenge with big-city competition just 30 minutes away in Rockford and respected Chicago hospitals 80 miles to the east.

Our Solution

Legato worked with RCH to identify service line priorities that would be promoted in a targeted campaign. A new tagline, "The Right Care, Right Here in Rochelle," was developed to position RCH as a trusted local resource and to empower patients to choose RCH for care and limit outmigration.

With the expertise of Legato Digital, an integrated marketing plan was implemented to address the hospital's challenges and objectives. In addition to traditional marketing tactics, digital media was leveraged to help achieve significant—and trackable—results.

STRATEGY

Establish a **digital boost** within media mix for optimal results:

1. Shift 40% of RCH's print budget to digital by limiting the amount of print publications RCH advertised in and condensing ad run dates on select radio stations.
2. Develop a comprehensive digital plan that includes:
 - Pay-Per-Click ads
 - Digital display ads
 - Social media ads
 - Search engine optimization (SEO)
3. Direct consumers to RCH's website to learn more. (Apply across all traditional marketing efforts, i.e., print and radio).
4. Provide real-time data and make real-time adjustments to achieve the positive results

Highlighted Services

6-month Campaign

- Family Medicine - New Physician
- Surgical Services
- Imaging - CT, MRI, 3D Mammography

PRINT ADS

Get on the road to recovery—without the travel.

Surgery services at Rochelle Community Hospital

Where you live shouldn't determine the level of care you receive. That's why Rochelle Community Hospital offers you access to many of the same innovative surgical services and state-of-the-art diagnostic imaging tools available at larger facilities. We offer GI procedures, like colonoscopies, hernia repair, digestive health treatment and more, without the need to travel. It's just the way we operate. Our wide variety of service offerings ensure you're never far from the ones you love.

Caring for You, Inside and Out

Imaging services at Rochelle Community Hospital

At Rochelle Community Hospital, we believe in giving our patients the best possible care, right here in our community. That's why we offer state-of-the-art diagnostic imaging technology that covers you inside and out. So when your provider says it's time for a CT scan, mammogram, or MRI, rest easy knowing that RCH can take care of you, right here at home.

- **3D Mammography** clinically proven to significantly increase the detection of breast cancer while reducing callbacks
- **High technology CT Scans** performed by caring, professional technologists that aid in the diagnosis of many medical conditions
- **State-of-the-art MRI** with a calming, comforting atmosphere including a large, open machine, daylight and your choice of music

The right care, right here in Rochelle. Call 815-562-2181 to schedule a test or visit rochellehospital.com to learn more.

WEB SLIDER

Get on the road to recovery—without the travel.

Surgery services at Rochelle Community Hospital

Convenient Care. Save My Place.

Results Speak for Themselves

21
Procedures
Surgeries Up
(over 2 months)

Get on the road to recovery—without the travel.

Surgery services at Rochelle Community Hospital

W&M

Get on the road to recovery—without the travel.

Keto Diet: Controversial, but Many Believe It Works

Trending Videos

Welcome Dr. Kendall Vogeler

Make an appointment today.

40
New Patients
per month
(average monthly increase)

Website traffic data confirmed that we were able to reach consumers at the time they're ready to make a healthcare decision. This results in increased service awareness, market share, and ultimately, revenue.

SOCIAL MEDIA ADS

Rochelle Community Hospital

The Family Healthcare Clinic, at Rochelle Community Hospital, offers family medicine services that help you become the healthiest version of yourself. Whether you or your family simply haven't been in for a checkup in a while or are needing a family practice provider, we're here to help. Call 815-562-2181 to schedule your appointment today.

The right care, right here in Rochelle.

DIRECT MAIL

We look forward to caring for you and your family!

The Family Healthcare Clinic at Rochelle Community Hospital offers family medicine services that help you become the healthiest version of yourself. Our personalized approach puts the focus back on you by delivering customized, expert care for common injuries and illnesses as well as preventative care. Whether you haven't been in for a checkup in a while, you need a new family medicine provider or both, we are here to help.

We are located at:
321 Health & Wellness Center
400 N. 2nd St., Suite 210
Rochelle, IL 61068

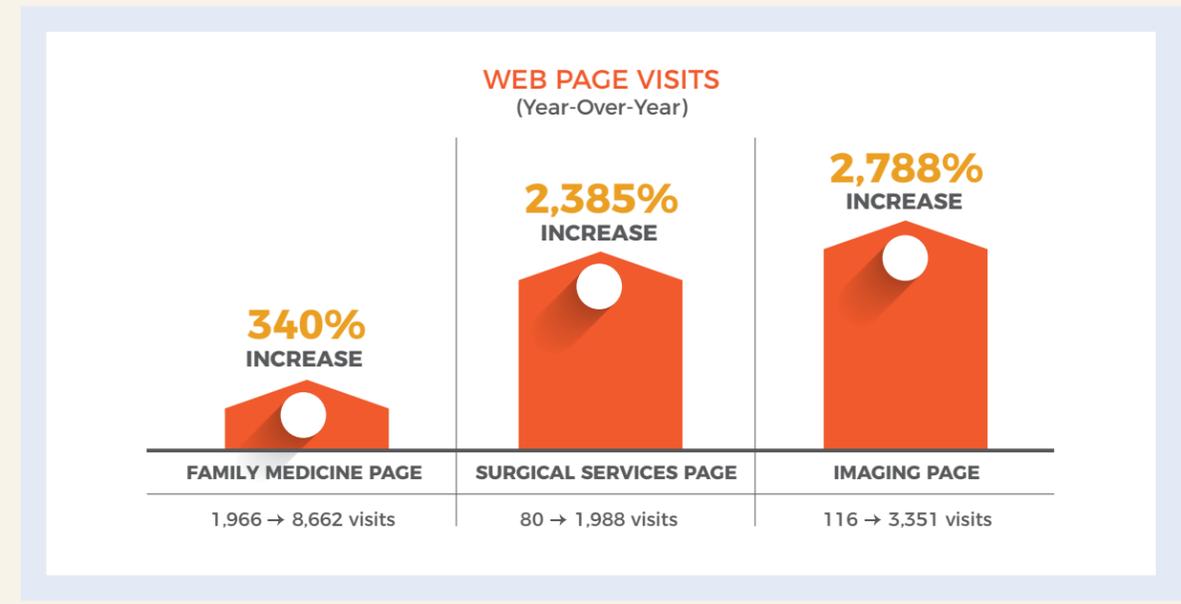
Open hours:
Monday-Friday 8:00 a.m. - 5:00 p.m.

Please visit rochellehospital.com for more information about our services or call 815-562-2181 to schedule an appointment.

Family Medicine that specializes in you

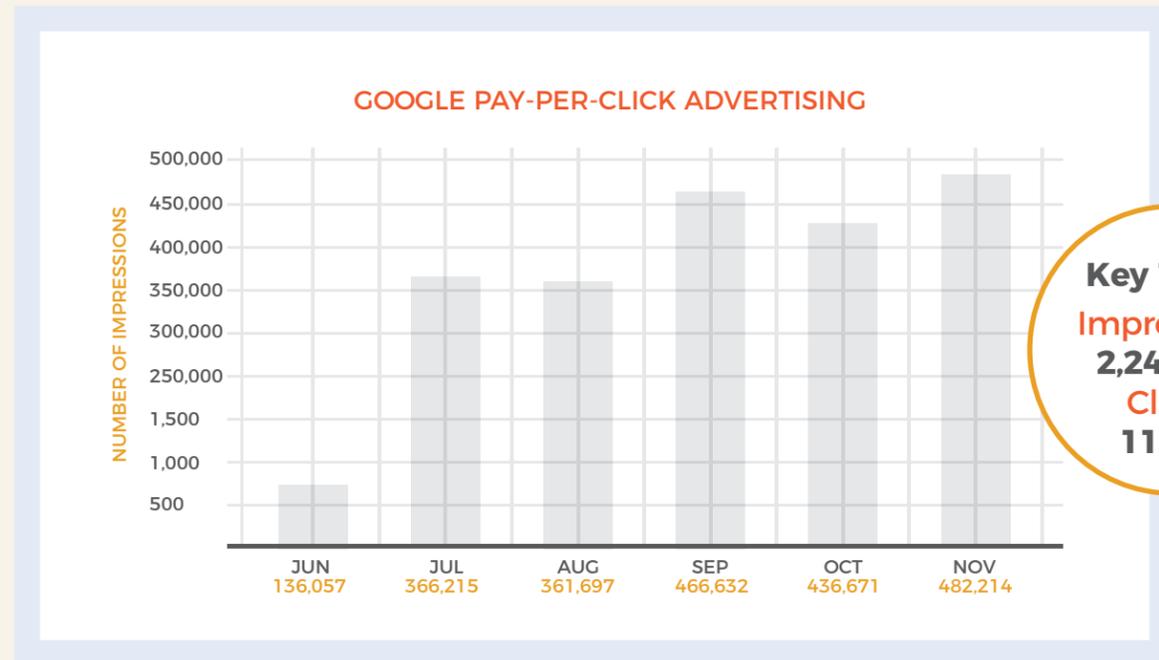
Family Healthcare Clinic

President:
Wendy Breen, MD, MPH, FACP
President & CEO:
E. C. Gorman, MD
Chief of Staff:
James L. Pappas, MD
Chief of Surgery:
Kendall Vogeler, MD, FACS, FRCGS

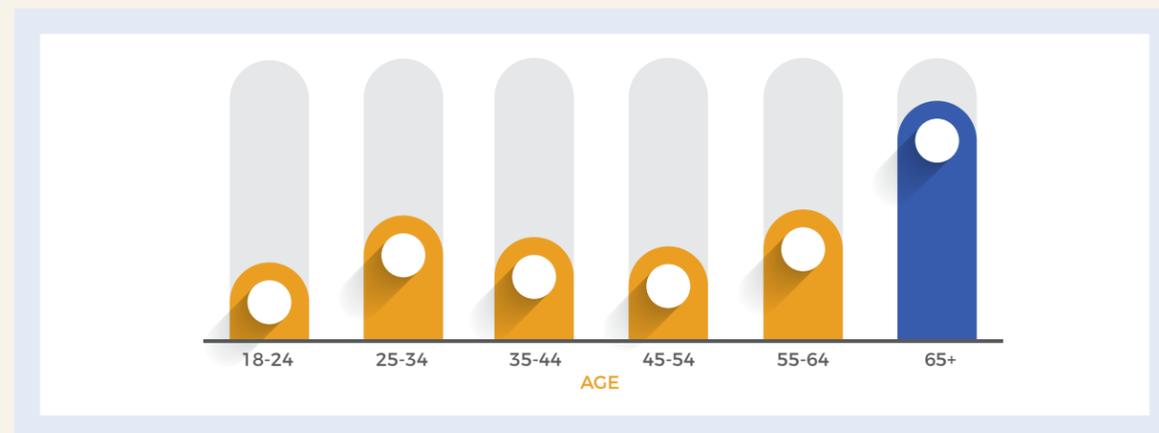


Results Speak for Themselves

Month-to-month, Rochelle Community Hospital's pay-per-click advertising showed continuous growth in all key metrics due to the initial strategic oversight and ongoing management of ad creative and messaging. These results were achieved without increasing the annual budget, and the same budget was used each month of data shown in the metrics.



When we look at the demographic information from Rochelle Community Hospital's campaign performance it is clearly evident that the 65+ age demographic is highly targetable via digital marketing strategies.



About Legato

Legato Healthcare Marketing is a healthcare marketing agency that provides specialized marketing solutions to healthcare environments including rural health, specialty clinics, medical equipment companies, and healthcare solutions companies.

Legato Digital specializes in customer focused and data driven strategies including search engine optimization, website redesign, pay-per-click advertising, and social media management in a variety of industries.

Legato Publications produces customized printed and digital magazines within and outside of the healthcare industry.



Mike Milligan, President

Schedule time to see how we can start producing these results for you. Contact Mike at mikem@golegato.com or at **920-544-8102 ext. 101**.



The National Rural Health Association (NRHA) selected Legato to be its exclusive marketing partner because of our expertise for success in rural healthcare marketing.