

Heartland

Heartland Rehabilitation is an outpatient rehabilitation provider with clinics in six states.

MEDIA RELATIONS LEAD TO MORE MARKET SHARE FOR HEALTHCARE SERVICE

LEADING THE INDUSTRY

Heartland Rehabilitation now enjoys an increased market share and local and national press coverage.

RESULTS

After their engagement with Write2Market, Heartland Rehabilitation

- enjoys more than \$2,000 retail dollars spent by patients on pilates in the month after related articles were published.
- has significantly exceeded new patient goals.
- reaps the benefits of increased tours, screening and question and answer sessions with potential patients, which were directly related to published articles.
- received 19 phone calls to the clinic with specific questions about the services featured in a local publication.
- experiences an increase in patients requesting certain services featured in a local publication.
- is featured in national and local press, including feature-length articles with full-color graphics, resulting in more than 1,449,495 public impressions.
- has print coverage with the current advertising equivalency of more than \$50,000.
- has online exposure of more than 325,000 reads, with dozens of inserts into key health websites, news feeds and search engines.

OBJECTIVES

- Establish Heartland as a leader in outpatient rehabilitation care with physicians and consumers through targeted media relations campaign.
- Differentiate the outpatient rehabilitation clinics from other Heartland services with physicians and consumers through targeted media relations campaign.

PROBLEM

How do we create awareness?

THE TRIPLE A INDUSTRY LEADERSHIP METHODOLOGY

Create **access** to trade publications looking to showcase specific trends in the Petroleum industry. Facilitate communication and create opportunities.

DO YOU WANT TO BE RECOGNIZED AS AN INDUSTRY LEADER?

404.419.6677
WRITE2MARKET.COM