

Johns Hopkins Medicine

Situation While Johns Hopkins Medicine enjoys an unparalleled reputation as a global leader in patient care and medical research, it is often perceived by residents of the metro Washington, DC area as an institution that primarily serves the Baltimore area and treats cases involving rare, life-threatening conditions. In fact, the Johns Hopkins Medicine network is well-established in locations, practices, and highly rated community hospitals in and around Washington, DC that offer primary care and popular specialty care services. Seeking to spur more new patient appointments and strengthen awareness of its presence in the national capital region, Johns Hopkins Medicine enlisted The Design Channel to develop and coordinate a comprehensive marketing campaign.

Solution The Design Channel created a campaign platform that highlighted the wide range of care offered by Johns Hopkins Medicine facilities throughout the Washington, DC area in four service lines—primary care, cardiac care, spine care, and joint replacement. We provided design, copy, and production support for print, broadcast, direct mail, outdoor, and online executions.

The centerpiece of the campaign was a website (jhmdc.org) that featured top-line portals to information about each of the four service lines. The website also provided visitors with access to detailed information about each service line at Johns Hopkins Medicine-affiliated community hospitals and physician practices in the DC area. In addition, the site presented easy ways for visitors to find a physician, schedule a call to discuss a question, or leave a comment. Online traffic to the site was also driven by a banner ad series and a search engine optimization plan.

Result The campaign has already begun making a noticeable impact, with an uptick in new patient activity directly attributable to the communications program. First month (4 weeks):

- A total of 200 calls were received.
- 3,235 unique visitors on the jhmdc.org landing page.
- 93 referrals to the Suburban Hospital website.
- 108 referrals to the Sibley Hospital website.
- 55 referrals to the JHCP website.
- 25 online forms requesting calls or more information were completed.

- o positioning statement and tagline
- o landing page

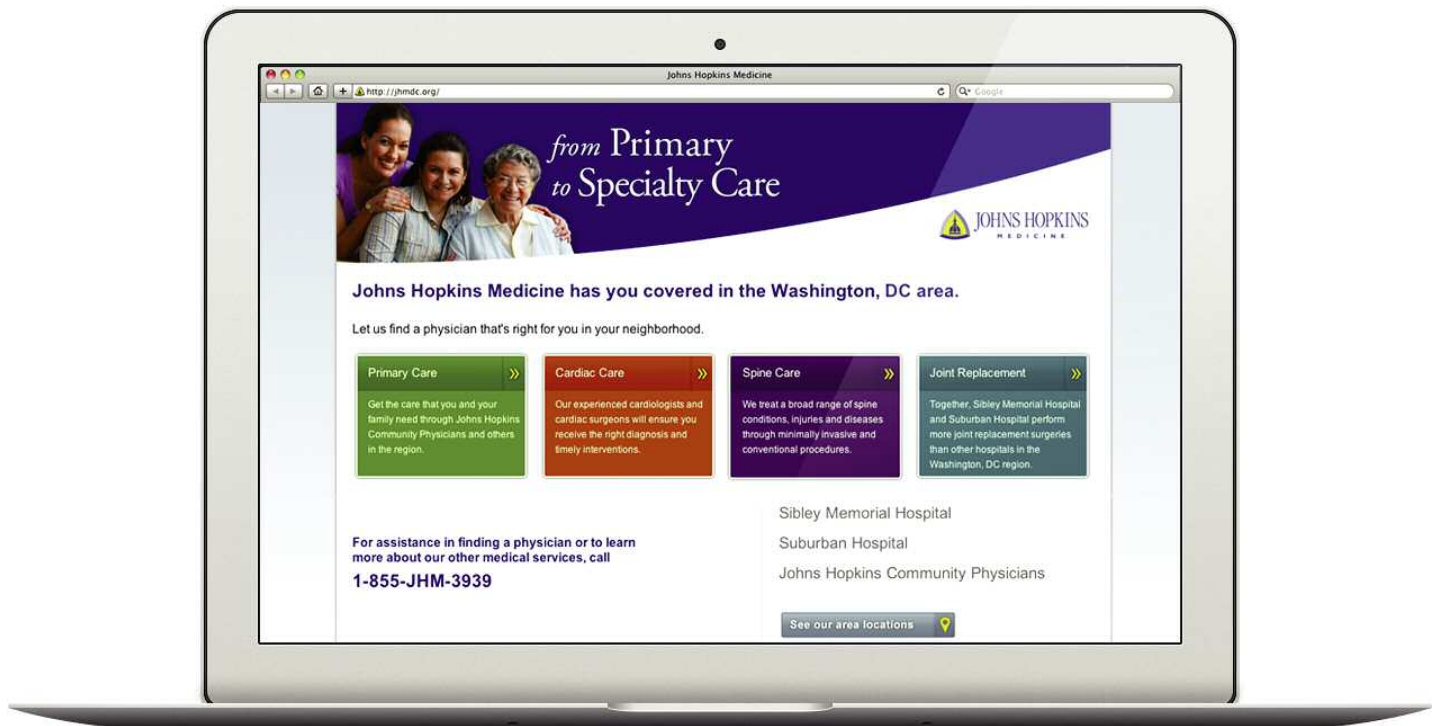
The National Capital Region has access to top-notch primary and specialty care physicians working together within the JHM network. Patients get world-class yet convenient care, from one of the most trusted brands in medicine, right in their neighborhood. Our physicians are committed—and ready—to provide personalized, compassionate care and a great patient experience.

Research Modes Used:

Phone interviews with physicians, patients, hospital administration, and service line directors

Audit of existing communications material

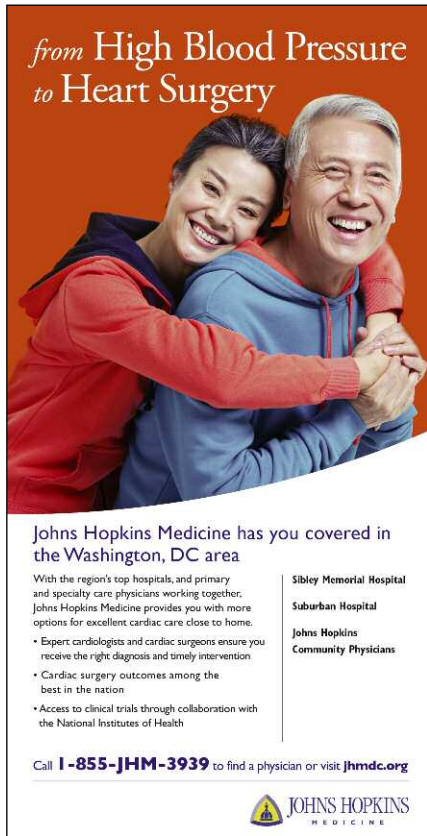
Johns Hopkins Medicine has you covered in the Washington, DC area



[Click here](#) to view Landing Page

- o print advertising
- o online banner advertising
- o radio
- o bus tails

Cardiac Care



from High Blood Pressure
to Heart Surgery

Johns Hopkins Medicine has you covered in the Washington, DC area

With the region's top hospitals, and primary and specialty care physicians working together, Johns Hopkins Medicine provides you with more options for excellent cardiac care close to home.

- Expert cardiologists and cardiac surgeons ensure you receive the right diagnosis and timely intervention.
- Cardiac surgery outcomes among the best in the nation.
- Access to clinical trials through collaboration with the National Institutes of Health

Sibley Memorial Hospital
Suburban Hospital
Johns Hopkins
Community Physicians

Call **1-855-JHM-3939** to find a physician or visit jhmdc.org

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JOHNS HOPKINS MEDICINE



[Click here](#) to listen to :60 radio spot

[Click here](#) to view animated banner ad



- o print advertising
- o online banner advertising
- o radio
- o bus tails

Spine Care

*from Slipped Discs
to Spine Surgery*



Johns Hopkins Medicine has you covered in the Washington, DC area

With the region's top hospitals and primary and specialty care physicians working together, Johns Hopkins Medicine provides you with more options for excellent medical care close to home.


- Wide range of spine conditions treated, including spinal stenosis, herniated discs, scoliosis, spine trauma, and more.
- Cutting-edge technology and conservative clinical judgment provide excellent clinical outcomes.
- Conventional and minimally invasive techniques available to help you return to a full, active lifestyle.

**Sibley Memorial Hospital
Suburban Hospital
Johns Hopkins
Community Physicians**

Call **1-855-JHM-3939** to find a physician or visit jhmdc.org



*from Slipped Discs
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from Slipped Discs





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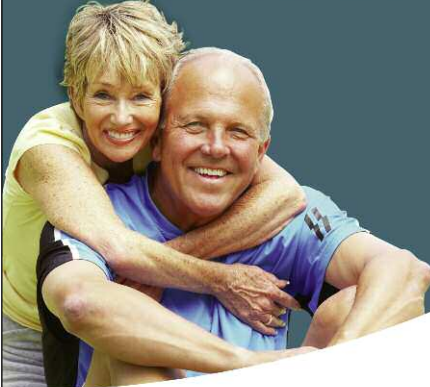
[Click here](#) to view animated banner ad



- o print advertising
- o online banner advertising
- o radio
- o bus tails

Joint Care

*from Tennis Elbow
to Total Knee Replacement*




Johns Hopkins Medicine has you covered in the Washington, DC area

With the region's top hospitals, and primary and specialty care physicians, working together, Johns Hopkins Medicine provides you with more options for excellent medical care close to home.


- Johns Hopkins Medicine network of hospitals and orthopaedic surgeons offer a leading resource for knee, hip, and shoulder replacement.
- Comprehensive care includes dedicated patient care teams and leading technologies such as the Hara™ table for anterior hip replacement.
- Sibley Memorial Hospital and Suburban Hospital have earned The Joint Commission's Gold Seal of Approval for joint replacement surgery.

Johns Hopkins Community Physicians
Sibley Memorial Hospital
Suburban Hospital

Call **1-855-JHM-3939** to find a physician or visit jhmdc.org



*from Tennis Elbow
to Total Knee Replacement*




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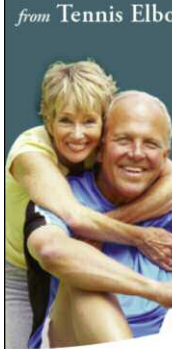
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Johns Hopkins Community Physicians
Sibley Memorial Hospital
Suburban Hospital

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*from Tennis Elbow
to Total Knee Replacement*




Johns Hopkins Medicine has your primary care covered in the Washington, DC area

Johns Hopkins Community Physicians
Sibley Memorial Hospital
Suburban Hospital



[Learn More >](#)




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