

Patient First

Situation Patient First is a healthcare company that provides urgent and primary care in medical centers throughout the Mid-Atlantic. As it expanded into new markets in past years, Patient First faced several challenges. It had to educate communities and build awareness of the benefits of urgent care where the concept was unfamiliar. It needed to define and differentiate its brand in areas where it faced competition from other urgent health care providers. And finally, it needed an integrated marketing communications program that could serve as a branding platform for materials used in current and prospective markets.

Solution After the Channel team was hired, we conducted extensive primary research to identify key messages that needed to be conveyed to specific markets. By establishing that Patient First offered top-notch care that was equal to more traditional, less convenient options, we were able help our client increase awareness, interest and trust in its services.

Since then, Patient First has turned to us to develop multi-channel campaigns to promote the opening of each new center. We've supported Patient First's central message of quality care with communications that detail the convenience and accessibility of its on-site services in television and radio spots, print, direct mail, outdoor advertising, a new website, e-newsletters and collateral materials.

Result Today, Patient First operates 36 centers in Virginia, Maryland, the greater Washington, D.C. area and Pennsylvania. Patient volumes have steadily grown every year of our relationship—evidence that our message strategy, look and feel, and creative execution consistently resonates with individuals and communities served by Patient First.

- o positioning statement
- o tagline
- o branding campaign

Walk in to see a doctor, walk out with lab results, prescription medicines and a whole new view of health care. From reception to check-out, our medical centers are designed to help us help you. After all, that's why we became healthcare professionals in the first place. Open every day, it's the care you need when you need it.

THE CARE YOU NEED WHEN YOU NEED IT.

Research Modes Used:

Consumer research

Focus groups in multiple markets

Competitive brand benchmarking



- o pre-opening campaign
- o now open campaign



Patient First®

Opening NOVEMBER 28

Montgomeryville
713 Bethlehem Pike
(267) 695-3944



Patient First
Neighborhood Medical Centers

42 locations in Pennsylvania, Maryland & Virginia
Patient First is accredited by the American Academy of Urgent Care Medicine (AAUCCM)



Patient First. The name fits.

Opening NOVEMBER 28 in MONTGOMERYVILLE

Montgomeryville
713 Bethlehem Pike
(267) 695-3944



Patient First
Neighborhood Medical Centers

42 locations in Pennsylvania, Maryland and Virginia. Learn more at patientfirst.com
Patient First is accredited by the American Academy of Urgent Care Medicine (AAUCCM)

- Open 6 am to 10 pm, 365 days a year
- Walk-in, no appointment necessary
- Staffed by physicians
- Urgent care for routine injuries and illnesses
- Primary care for patients without a regular physician
- X-rays, lab tests and prescription drugs on-site
- All major insurance plans accepted – your claims filed for you

Connect with us



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o tv spot


o radio spots



 "Mom and Child" :60 Radio Spot

 "Fitness" :60 Radio Spot

 "Time Management" :60 Radio Spot

 "Yoga" :60 Radio Spot

- o e-newsletter
- o pay-per-click campaign

From: Michael-the-designchannel (Michael Plisner)
To: David Frank
Subject:
Attachments: none

Physician Schedules Services Center Locations Insurance Participation

Patient First
Neighborhood Medical Centers

HEALTH MATTERS
A Health and Wellness e-Newsletter from Patient First

Forward To A Friend | Share With Your Network

IN THIS ISSUE

- Spring Allergies
- Preventing & Treating the Itch of Poison Ivy
- Tick Bites: Prevention & Treatment
- Dangers of Sun Exposure
- Sports & Camp Physical Exams
- Patient First is on the Move

Spring Allergies
Spring is when people with allergies usually suffer the most. But, how do you distinguish allergies from a cold?

Preventing & Treating the Itch of Poison Ivy
Poison ivy, poison oak and poison sumac are the most common plants that cause a skin rash.

Tick Bites: Prevention & Treatment
Ticks usually live on tall grass and in wooded areas, but also can be brought into your home by your pets.

Dangers of Sun Exposure
Excessive sun exposure can damage the skin and lead to fine-course wrinkles, discolored areas of the skin, spider veins, and skin cancers, including melanomas.

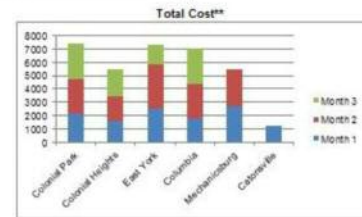
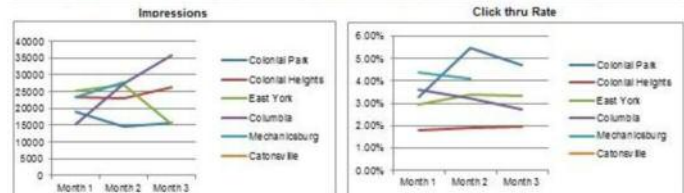
Sports & Camp Physical Exams
What might seem like an unimportant formality can actually be an opportunity to look for problems that could affect summer camp or sports participation.

Patient First is on the Move.
Patient First is expanding its urgent care and primary care services to new areas in 2011.

Find out when your favorite Patient First physician is available.
Click here to learn more.

PATIENT FIRST PAY-PER-CLICK

CAMPAIGN	IMPRESSIONS	TOTAL CLICKS	GROSS COST	CPC	CLICK THRU RATE
Colonial Park	49,380	2,170	\$8,512.36	\$3.41	4.39%
Colonial Heights	72,711	1,373	\$6,298.20	\$3.98	1.88%
East York	67,823	2,174	\$8,407.02	\$3.36	3.20%
Columbia	78,693	2,419	\$8,054.71	\$2.90	3.07%
Mechanicsburg*	51,208	2,169	\$6,297.88	\$2.52	4.23%
Catonsville*	15,763	406	\$1,232.86	\$3.04	2.58%
TOTALS	335,578	10,711	\$38,803.03	\$3.08	3.19%



IMPRESSIONS	TOTAL CLICKS	TOTAL COST*	GROSS COST	CPC	CLICK THRU RATE
44,972 141%	1,669 266%	\$4,619.76 158%	\$ 156%	\$2.77 30%	3.71% 53%



Top 10 Impressions

Term	Imps	CTR
1. Urgent care	6,495	10.49%
2. primary care	2,090	1.29%
3. medical center	1,564	0.89%
4. minute clinic	872	4.82%
5. walk-in clinic	840	8.51%
6. urgent care	821	8.33%
7. flu	711	0.56%
8. physicals	405	7.16%
9. health center	385	1.30%
10. Urug testing	378	1.32%

Top 10 Click thru Rate**

Term	CTR	Imps
1. Urgent care	10.49%	6,495
2. walk in clinics	10.34%	377
3. walk-in clinic	9.57%	840
4. health clinics	7.80%	141
5. physicals	7.16%	405
6. urgent care	6.33%	821
7. medical clinic	5.73%	157
8. immediate care	5.30%	321
9. minute clinic	4.82%	872
10. doctors office	4.80%	125

Top 10 Ad Position**

Term	Imps	CTR
1. "Convenient Care"	1.0	1.0
2. "Jai Medical Center"	1.0	1.0
3. "Nighttime pediatrics"	1.0	1.0
4. "Righttime Medical Care"	1.0	1.0
5. "immediate care"	1.0	1.0

Bottom 10 Ad Position**

Term	CTR	Imps
1. "flu"	4.43	1.0
2. "flu vaccine"	4.3	1.0
3. "flu shot"	3.78	1.0
4. "flu shots"	3.03	1.0
5. "blood test"	2.06	1.0

Paid vs. Non-paid Traffic

	Paid Traffic	Non-paid Traffic
Pageviews	3,312	114
Keywords	70	24

Central Pennsylvania Media Plan

		JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY				AUG											
MEDIA	AD SIZE	25	3	12	19	26	7	9	16	22	2	9	16	22	30	6	12	20	27	4	11	18	25	1	8	15	22	29	5	12	20	27	3								
TELEVISION 30 spots																																									
Harrisburg DMA NEWS PROGRAMS EH, DT, EN, LN														75	75	75					75	75	75					75	75	75	75										
CABLE TV 30 spots																																									
Harrisburg DMA (emphasis on Lancaster County) :30 spots														76	76	76	76					75	75	75					75	75	75	75									
RADIO :30 and :15 Spots																																									
PAID SPOTS IN AM/PM ONLY																																									
Lancaster														75	75	75					75	75					75	75	75												
York														75	75	75					75	75					75	75	75												
Harrisburg														76	76	76					75	75	75					75	75	75											
Flu Radio - Harrisburg	30/30-4/11/19													75	50																										
Flu Radio - York														75	75																										
Flu Radio - Lancaster														100	75																										
OUTDOOR																																									
Lancaster																																									
#50156-US 30 W/O GREENFIELD RD @ HEMPSTEAD EF (D)	14' X 48'													5 WEEKS						5 WEEKS																					
#50156-US 30 W/O GREENFIELD RD @ HEMPSTEAD EF (D)	14' X 48'																			5 WEEKS																					
Harrisburg																																									
#1909 - US 22 @ 5600 Allentown Blvd, NS, EF	14' X 48'													7 WEEKS																											
#1947 - I-83 .3 mi S/O Union Dep (Exit-48), SF (NOTE: Next board down the road)	14' X 48'													3 WEEKS																											
#1935 - I-83 .02 miles S/O exit 48 union Depot	14' X 48'																			12 WEEKS						ADDED VALUE															
Mechanicsburg																																									
#1971 - Sheeley Lane .1 mi S/O Simpson Ferry, SF	22'9" x 10'6"													8 WEEKS						8 WEEKS																					
#88608 - US 11 @ Silver Springs Rd (DIGITAL)	12'x40'													8 WEEKS																											
(NOTE: Replaced 2 posters (1414 and 1415), used previously)																																									
York																																									
23083 - Rt 462 E/O Hellam @ Accomac Rd, EF	22'9"x1060"																			12 WEEKS																					
70048 - I-82 S/O US 30 Exit 21, SF (D)	14' X 48'													4 WEEKS						7 WEEKS																					
Outdoor Printing																																									
NEWSPAPER																																									
Patriot News																																									
1/4 Page, 4 color-Sunday	4.815 x 10.21"													4	4			4			4	4			4	4															
Lancaster Newspapers																																									
1/4 Page, 4 color-Sunday	5.497 x 10.57"													3	3			3			3	3			3	3															
Spooky Nook Special Magazine (Full page)	8" x 10.57"																																								
York Daily Record																																									
1/4 Page, 4 color-Sunday	4.889" x 10.57"													3	3			3			3	3			3	3															
Fish Wrapper																																									
Full Page	7.57" X 9.51" tall																																								
Central Penna Child & Parent																																									
1/2 Page, 4C In Kids & Sports Special	5.5" x 5.756"																																								
Day Per Click																																									
Lancaster, East York and Feasterville																																									
Grand Total																																									


This media flowchart illustrates our most recent Patient First sustaining effort in the Central Pennsylvania region. To reach prospective patients, we utilized a multimedia mix of television, cable, targeted radio, strategically placed billboards, pay per click and awareness generating print. Our objective was to create awareness of the Patient First brand, so when the need arose, people knew where to turn for excellent medical care.

Patient First
Neighborhood Medical Centers

THE CARE YOU NEED,
WHEN YOU NEED IT™



THE CARE YOU NEED,
WHEN YOU NEED IT™



Patient First
Neighborhood Medical Centers

Patient First
Neighborhood Medical Centers

cost-effective healthcare

It really saves it all. For more than thirty years, Patient First has provided walk-in primary care for patients without a regular physician. Each of our convenient locations is open from 8 in the morning until 10 at night – every single day of the week. If necessary, we'll perform a lab test, take an x-ray and even provide your prescription drug on-site.





"By combining urgent care services with primary care, Patient First provides for the complete needs of my patients."

Dr. Kevin Jones
1000 Commonwealth Blvd.
Rockville, MD 20850
1-800-451-1000

Twenty-seven Neighborhood Medical Centers and Still Growing Strong

Since 1991, Patient First has become the largest comprehensive medical care provider in the region. Patient First has grown from one neighborhood medical center in Richmond, Virginia to twenty-seven centers through Maryland and Virginia. Plus we are adding more locations in those two years – a testament to the success of Patient First's innovative approach and commitment to patient care.



Patient First
Neighborhood Medical Centers

Urgent Care and Patient First

Urgent care centers have become a popular component of the nation's healthcare delivery system. These centers are designed to provide many of the same services that hospital emergency departments offer, but with shorter wait times and much lower costs. Because the growth of urgent care centers, many individuals are still unsure about urgent care and how it may benefit them.

Urgent Care at Patient First

For more than 20 years, Patient First has provided convenient and cost-effective options. At Patient First, patients are provided with a full range of services in a convenient, comfortable setting. With over 20 years of experience, Patient First has a proven track record of providing high-quality, cost-effective care to our patients.

Meeting Your Medical Needs

When you walk into a Patient First Neighborhood Medical Center, you will find a team of healthcare professionals who are dedicated to providing you with the highest quality of care. Our team includes physicians, nurses, and other healthcare professionals who are trained to provide you with the care you need, when you need it.

- Allergies
- Asthma
- Coughs
- Ear, nose and throat
- Eye exams
- Flu shots
- Infections
- Injuries and sprains
- Skin conditions
- Strep throat
- Urinary tract infections
- Varicella
- Wound care

Patient First
Neighborhood Medical Centers

A Perfect Fit for Today's Retail Centers

Consumers today want more from their favorite retail centers. Their preferences for convenience and choice are transforming yesterday's traditional malls and shopping centers into more personalized and diverse lifestyle centers.

With a reputation for providing convenient cost-effective medical care, Patient First's medical centers serve as a smart addition to this evolving mix of retail products and services.

When you can expect from Patient First:

- Proven design and construction
- Complete construction in 30 days or less
- A growing category leader in the retail centers region since 1991
- Proven business model and track record

Choose a variety of community options:

For the best of both worlds, we offer a variety of options. Patient First can be a stand-alone medical center or a part of a larger retail center. We can also be a part of a larger retail center, providing a convenient location for your patients. We can also be a part of a larger retail center, providing a convenient location for your patients.

Differentiate your corner with Patient First

As a leading community medical center, Patient First is a smart addition to your retail center. We can help you differentiate your corner with Patient First, providing a convenient location for your patients. We can also be a part of a larger retail center, providing a convenient location for your patients.

Patient First
Neighborhood Medical Centers