

Medical Case Study

Rhode Island Medical Imaging

Like many local advertisers, Rhode Island Medical Imaging (RIMI) understood the need to market itself, but how, when and where became the dilemma. While the practice had previously made investments in enhancing its image, it needed to reallocate marketing expenses toward marketing activities that delivered better results. Instead of its overreliance on print media, RIMI elected to promote its message on broadcast television.

This decision was guided by JH Communications and backed by strong data demonstrating that broadcast television has the most efficient reach on a cost per thousand basis over other current advertising. In a Nielson national survey, when consumers were asked about advertising sources from which they are most likely to learn about products or brands, over half the public cited television (52.2 percent).

RIMI's radio and television campaign featured real life accounts of actual patients, which not only highlighted the skilled radiologists of the practice but also raised awareness of vital testing procedures, such as mammography and medical imaging in general. This message was conveyed through real-life stories about how RIMI and its physicians helped discover life threatening cancer and life-changing illnesses. Both the creative approach of RIMI's ads and their media placement prior to the Super Bowl kickoff and during the AFC Championship, World Series, Stanley Cup Playoffs, Red Sox games, and local newscasts helped the practice grow and protect its market share.

JH Communications interviewed physicians and researched numerous topics to develop press releases to targeted media publications, both locally and nationally. JH Communications helped RIMI raise its profile by providing public relations services that resulted in publication in local and national newspapers and news websites, as well as on television. By developing a press release about Rhode Island Medical Imaging receiving the Center of Excellence designation from the American College of Radiology – the first in Rhode Island – and placing this story in local newspapers, radio stations and national medical and health care journals, JH Communications helped position RIMI as a transformational industry leader in its medical discipline.

In addition, we highlighted in the Rhode Island media RIMI's \$10,000 donation of free services to the Rhode Island Department of Health's Women's Cancer Screening Program and placed a story in the local media featuring RIMI physicians, Rhode Island health professionals and RI's Governor. We showcased RIMI's annual donation to the Providence College women's basketball team to cover the purchase of the 'Pink Out Friartown' uniforms worn during a 'Pink Out' Big East basketball game to raise breast cancer awareness.

Rhode Island Medical Imaging has seen a sharp increase in its medical imaging and vascular services. It has successfully disseminated the message to cost-conscious patients and referring physicians that it delivers quality imaging from the state's leading radiologists who utilize superior technology in community settings.