



CASE STUDY



Increasing Admissions through Community Engagement



SITUATION

Women are the chief healthcare officers of their households. In fact, women are responsible for over 90% of healthcare decisions. To increase the number of admissions each year (and thereby revenues), it's critical to build community relationships, particularly in the outreach to women and mothers.



SOLUTION

The Women's Choice Award developed two successful programs 12 week **lead generation programs for Obstetrics and Children's Hospitals**: Me2Mom and Moms 4 Healthy Kids. Using Facebook Ads Manager, Women are targeted within the hospital's catchment area. We capture the lead information by offering an engaging sweepstake entry (using the power of the Women's Choice Award National Brand partners) and we nurture the lead through a series of life-stage emails, branded with the hospital logo and linked directly to the hospitals website- enabling signs ups for tours, appointments, and requests for further information.



SUCCESS

The Me2Mom program is delivering on average 51,000 impressions and 250 qualified leads (conversions) to participating hospitals. The email open rate has also proven higher than the standard 22.34% for the Healthcare/Medical industry. The open rate with the Me2Mom campaign is currently 34% - 36%, approx. 12% higher than the industry standard.

The collage displays two email newsletters. The top one is 'ME & MOM' (Pregnancy & Beyond) Week 6, featuring a duck logo and three babies. The bottom one is 'Moms 4 Healthy Kids' Week 3, featuring three children with soccer balls. Both newsletters include various articles such as 'Embarrassing C...', 'Having a Cesare...', 'Registry Favori...', 'Top 12 Tips for M...', 'OB/GYNs are Wa...', 'Managing Common Sleep Disorders', 'Outdoor Safety', 'Home Safety Checklist for Babies & Toddlers', and 'Pediatric Physicians are Waiting to Meet You!'. Each article includes a small image and a 'Read More' link. At the bottom, there are promotional banners for 'Meet Our OB/GYNs!', 'Join Us for a Family Fun Event', 'Come for a Class', and 'Meet Our Doctors'. A footer section titled 'STAY TUNED FOR WEEK 4!' lists topics like 'Bonding with Your Kids at Every Stage', 'Managing Asthma', and 'Treating Sprains & Strains'. The bottom of the collage features contact information and the Women's Choice Award logo.

To learn more about the **Me2Mom Program**, [click here](#).

To learn more about the **Moms 4 Healthy Kids** program, [click here](#).

To learn more about our pediatric services and physicians, contact: **Contact Name here:** info@yourhospital.com OR by phone at (555) 555-5555.

EMPOWERING WOMEN TO MAKE SMART CHOICES

