



# CASE STUDY



## SITUATION

Cuyuna Regional Medical Center is a nonprofit independent community hospital in a rural area, 100 miles northeast of the Twin Cities with a population of 2,500 people. Surrounding hospitals just 15 miles away are part of large systems with sizable marketing budgets. Cuyuna was the ONLY hospital in the area that had received the Women's Choice Award. **"That's our competitive niche; no one else had won a Women's Choice Award,"** said Peggy Stebbins the Director of Marketing and Public Relations at Cuyuna Regional Medical Center.



## SOLUTION

Peggy added the award's seal to every piece of material she produced for her key target audience – print, TV, video and outdoor. She promoted the award heavily inside the hospital through elevator wraps, banners, posters, and employee lanyards provided by the Women's Choice Award. Additionally the award was promoted on Facebook and Google ad words. It's important to note that Peggy didn't use any additional budget dollars to promote their award but rather incorporated the award into their existing campaigns.



## SUCCESS

Since leveraging the Women's Choice Award, **Cuyuna Regional Medical Center has seen increases of over 1,000 patients per month as well as increases in HCAHPS scores.** In the graph below you will find these increases in detail. Also, 80% of women feel more confident going to a hospital that has earned and proudly displays their awards. "As long as we keep winning the Women's Choice Award, I know we will always have a powerful edge over our competition," said Peggy.

	PRIOR YEAR	FOLLOWING YR	RESULT
Primary Care Patients	43,539	55,790	<b>Increase 28%</b> (1,000 per month!)
OB/GYN Visits	6,039	8,487	<b>Increase 200 patients</b> (per month)
HCAHPS Scores	75	78.6	<b>Increase of 3.6 points</b>



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