

# WE INCREASED PATIENT INQUIRIES FOR AMERICAN HIP INSTITUTE

The American Hip Institute is a medical clinic dedicated to providing cutting edge, minimally invasive treatment for hip pain. Using state-of-the-art technology, they have developed unique techniques in Hip Arthroscopy, Robotic Hip Replacement, regenerative medicine, and Ortho biologic therapies. Located in Chicago, Illinois they treat patients from around the world and are the nation's leader in advanced treatment of the hip.

## STRATEGY & TACTICS

- **Objective:** American Hip Institute's main objective was to gain new patients by increasing inquiries via phone, web, and foot traffic. Because hip procedures can be costly, their hope was to generate 5-15 new patients.
- **Strategy:** American Hip's strategy was to reach their demo of 18- to 65-year-olds in Chicagoland with billboards in certain areas on the busiest expressways in the DMA. Their program included eight high impact bulletins, strategically chosen for their higher propensity to reach 18- to 65-year-old Chicagoans. Additionally, American Hip layered in OUTFRONT's Mobile Network and geofenced each billboard to retarget their demographic audience on their devices after exposure to the OOH campaign.
- **Results:** As American Hip Institute's campaign went live, they immediately saw increased interest via mobile, web, and in-person inquiries. This activity stayed steady throughout, and their program yield exceeded their goals by 266%+, with over 55 new patients and 70% of them becoming long-term clients. Given the average spend per patient/procedure, their campaign ROI was well beyond their expectations.

**"Out of home advertising truly exceeded our expectations and we are looking forward to continuing and growing our future campaigns!"**

**- Ben Alverth, Director of Marketing,  
American Hip Institute**



DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



## RESULTS

**266%**

INCREASE OVER CLIENT'S CAMPAIGN GOALS

**55**

NEW PATIENTS

**70%**

OF NEW PATIENTS BECAME LONG TERM CLIENTS

