

## Case Study

The Telly Awards



2015 WINNER



## HackensackUMC TV Spots

### The Client

HackensackUMC at Pascack Valley is a world-class, 128-bed community hospital that offers all the resources of a large facility with more personalized care.

### The Challenge

HackensackUMC at Pascack Valley launched its new orthopedics program but lacked the positive perception needed to drive referrals and increase elective procedures. Our 30 and 60 second spots needed to target both the consumer and referring physicians to build awareness and increase volume. Physicians wanted skilled orthopedic doctors who could see their patients promptly. Consumers had more personal motives: they were suffering from pain, loss of mobility and the inability to take part in their normal daily events.

### The Solution

MRC Medical developed compelling 30 and 60 second spots that focused on a return to family life; a hot-button issue that resonated with potential patients. Each Orthopedic Surgeon spoke on camera to referring physicians and patients.

### The Results

Our work for HackensackUMC at Pascack Valley won a Telly Award for Marketing Excellence in Video, and has generated an increase in elective procedures. Revenue generated exceeded the cost of the campaign.

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