

THE PROBLEM

Marshfield Clinic was seeking to build back profitable service line business after an extensive elective surgery hiatus during 2020. With the average weight gain during the pandemic being 29 pounds, Bariatrics was a strategic place to start.

THE CHALLENGE

The volatile roller coaster of COVID-19 has made people hesitant to return to healthcare settings even with extensive health concerns like morbid obesity.

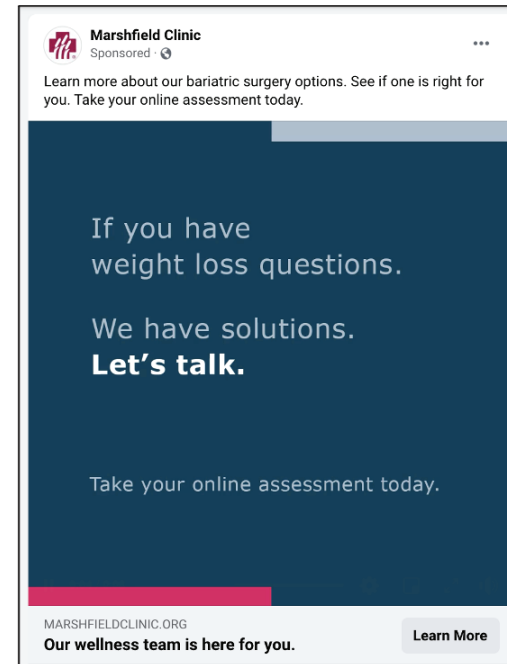
THE SOLUTION

Cost-effective, flexible demand generation that can be turned on and off as we ride the COVID waves.

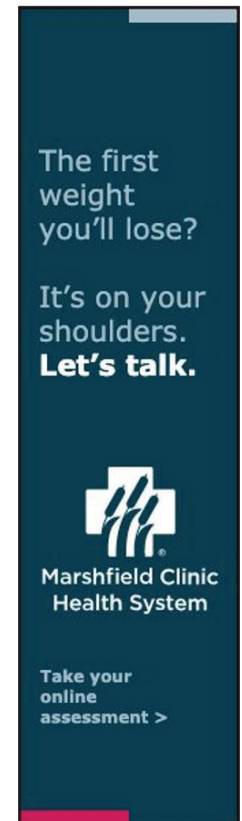
THE RESULTS

The bariatrics campaign went live within two weeks, and after the 12-week sprint, the campaign exceeded all goals by delivering:

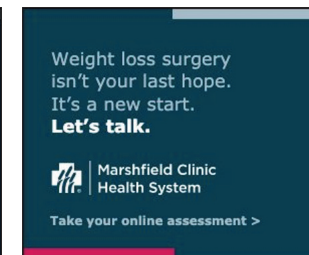
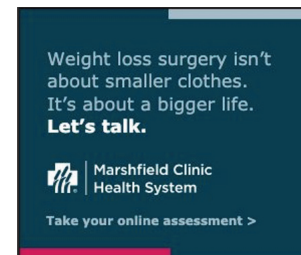
- **1,968,382 impressions**
- **7,927 website sessions**
- **444 online health risk assessment completes**
- **Cost per assessment complete of \$34.72**



Social



Online Banners



A candidate for weight-loss surgery is a person who needs a special kind of care. There's an emotional toll that dieting over the years has taken... and a physical toll that carrying extra weight has caused. Communicating about bariatric options requires a nuanced messaging strategy."