

## **ARE YOU READY TO EXPERIENCE *TRULY* EXCEPTIONAL PATIENT CARE?**

**Florida Eye Institute • Category C7 • Video-Promotional/Marketing • Entry**

**RESEARCH** - Looking for a good eye doctor? If you're like most Americans, you'll begin your search online.

[U.S. News](#) reports 30% of prospective patients use the internet as their primary method of research, second only to advice from a friend. Additionally, 77% explore specific doctors online before making an appointment.

Healthcare providers can benefit from this robust online traffic by adding quality video content to their online presence. Google now rewards websites containing rich media content like video with [higher search rankings](#).

**SITUATION ANALYSIS** - Florida Eye Institute is a comprehensive ophthalmology practice, serving an educated, mostly retired population in Indian River and surrounding counties. Established in 1985, the privately-held practice launched a major rebranding in 2010 after a longstanding ownership buyout. Since then, Florida Eye Institute has achieved a 20% growth rate in new patient admissions, welcoming nearly 12,000 patients to the practice.

However, the competitive landscape remains challenging with four local ophthalmology practices all vying for a similar patient base. A commercial video project was originally proposed during the initial rebranding but was never implemented due to lack of budget and consensus of purpose. The project was now re-proposed to dovetail with a planned website revision. Adding dynamic video content would definitely enhance the online brand.

**GOAL** - The goal of the project was to tell a visually compelling story of Florida Eye Institute's care philosophy; highlighting patient testimonials and physician expertise to appeal to a target audience of 65+.

**OBJECTIVES** - **1)** Communicate the Florida Eye Institute experience through a professional, broadcast quality video campaign, production costs not to exceed \$10,000. **2)** Grow website traffic 20% with the addition of video content. **3)** Achieve above average industry benchmarks for video views through social media and pay-per-click advertising. **4)** Increase branding visibility of Florida Eye Institute physicians to acquire new patient admissions.

**IMPLEMENTATION** - **1)** We began by meeting with 8<sup>th</sup> Avenue Studios - our original choice from the first rebranding proposal - to determine the overall scope, timeline and budget of the project. The campaign would contain 13 total videos; a primary piece focused on Florida Eye Institute's commitment to patient health and satisfaction; four shorter spots highlighting doctor/patient relationship; four 30-second spots focused on physician

philosophy; and four 30-second spots detailing patient experience. **2)** Next, doctors were asked to identify potential patients for the testimonials. We chose patients who were flexible, genuine and would sing our praises! Talking points were reviewed and consent forms were secured with each patient. **3)** Project timeline and storyboard were created after collaborating with the producer. Filming was divided into two half-day segments to accommodate physician schedules and allow for potential delays. B-Roll was shot separately. **4)** Filming was accomplished entirely unscripted! 8<sup>th</sup> Avenue Productions provided excellent direction to doctors and patients, eliciting completely authentic and genuine footage. **5)** After completion, the videos were uploaded immediately to Florida Eye Institute's [YouTube](#) channel and website pages [Home](#), [Physician](#), and [Patient Testimonial](#). **6)** Social media campaigns were implemented using Facebook, Constant Contact E-mail and online Pay-per-click advertising. **7)** The videos were also presented during open-house and educational events throughout the year.

**EVALUATION** - The final video campaign turned out even better than anticipated! In all, 12 break-out spots were crafted from one main piece, produced in just two half-days of filming!

**1)** The videos have been viewed across multiple platforms to great emotional appeal. The professional quality of the project received rave reviews from physicians and patients alike. The doctors were happy with the professional image of the project and our featured patients 'felt like Stars' with all of the community attention. Video production came in under the \$10,000 budget at \$7,813. **2)** Google Analytics showed the campaign exceeded goals for increased website traffic and page views. Overall sessions increased 53% with a 48% increase in users and 8% increase in page views during the final quarter of 2016. **3)** Social Media campaigns also had outstanding success. YouTube posted an 87% increase in views during the last half of 2016; Facebook video campaigns averaged a click thru rate of 1.50, double the [healthcare industry average of .83](#); Constant Contact E-mail garnered an open rate of 34.6 with click-thru of 19.6, well above [healthcare averages of 18.40 and 10.03 respectively](#); Online pay-per-click campaigns achieved an astounding .66 click-thru rate, [double the industry average of .31](#). **4)** New patient admissions expanded a healthy 5% over the previous years' gain of 20%.

**BUDGET** - Budget specific to the video project totaled \$7,813; \$7,000 for video production and \$813 for two months of Facebook advertising to promote video views. Online pay-per-click advertising (\$1,500 per month) and Constant Contact E-mail (\$60 per month) are included in the current marketing budget and not limited to the video project. Staff time amounted to 40 hours (\$1200).

# FLORIDA EYE INSTITUTE

*Life is Looking Better Already*

## ORGANIZATIONAL OVERVIEW

Florida Eye Institute is a multi-specialty ophthalmology practice located in Vero Beach and Sebastian. With a mission to be the first and best choice in eye care, the practice offers medical and surgical treatment of Cataract, Glaucoma, Macular Degeneration, Diabetes and Dry Eye, in addition to comprehensive eye care for the entire family.

The facility houses over 30 diagnostic exam rooms complete with a Macular Degeneration and Diabetes Center, Optical Gallery, Aesthetic Center, and a fully accredited outpatient surgery center performing over 1,200 cases a year.

Florida Eye Institute is a for-profit medical practice governed by three physician partners and managed by an administrator.

## CORPORATE COMMUNICATIONS DEPARTMENT

*Cindi Green, RN, APR, Director of Marketing & Community Relations*

Cindi Green, RN, APR has been the Director of Marketing & Community Relations since 2010. In her role as *Protector of the Brand*, she conceptualizes and implements all marketing, advertising, public relations and social media campaigns for the practice. In addition, she spearheads patient satisfaction protocols, support groups, seminars, health fairs, and open house events to promote the facility's community presence.

During her tenure as Marketing Director, Florida Eye Institute has welcomed nearly 12,000 new patients to the practice. Her tagline – *Life is Looking Better Already* – expresses a core belief in the benefits of exceptional patient care.