



hyper-local advertising for health providers

Seismic Changes in America's Health Care System Drives Need for Local Messaging, New Solutions

With the Affordable Care Act and new mini clinics and urgent centers popping up in every market, the healthcare industry is one of the most rapidly changing. And growing. By 2020, national health spending is expected to reach 19.8 percent of GDP with \$4.6 trillion in health care expenditures (*Healthline News*).

Out-of-home advertising over indexes in its ability to reach consumers aged 25 to 54, a core target of the health care industry. With strategic true proximity targeting, OOH can also reach baby boomers, who often need additional care and prescriptions than younger generations. Whether you're positioning your core services, convenience factor, bedside manner, advanced medical technologies or customer service strategies, an OOH or experiential campaign can help move your message throughout a key market.

- mobile billboards
- brand ambassador teams
- jet pack teams
- sponsorship activations
- Segway squads
- grand opening celebrations
- experiential activations
- health fairs

"To some degree, shopping patterns do carry over from other aspects of life to health care choices. Individuals who report a tendency to make price comparisons when seeking household goods are also more likely to report a similar shopping style in health care."

**// Lonnie Hirsch, Director of Hospital Division,
Healthcare Success**

"Highly significant trends have emerged, and they are changing how we do things in medicine and marketing."

**// Stewart Gandolf, CEO,
Healthcare Success**



Advocate Health Care dominated a festival and made a human-to-human impact with a jet pack team, also while raising awareness for cancer prevention.

