



GOAL:

To increase profitability at the prestigious University of Chicago Medical Center.

ACTION:

CCFC created powerful messaging programs that drove patients to UCMC's most profitable service lines including cancer care, cardiovascular services and neurology. Our strategic process identified five specific copy points and a gallery of imagery that the target audience found most compelling. Strategic communications were crafted using these insights to drive consumers to these UCMC services. These messages reached the target through television, radio, print, outdoor, internet advertising and web videos.

RESULTS:

For the past 4 years, UCMC's profitability has increased 301%!

