

A Marketing and Brand Strategy to Drive Volume Growth >

DEVELOPING A REGIONAL PRESENCE

Accelero partnered with a large community hospital in Maryland to develop an integrated orthopaedic program with a strong regional presence. In working with Accelero, the orthopaedic surgeons and hospital team made significant improvements in the delivery of patient care, and were looking to promote the program and attract patients from outside of the primary service area.

FOCUSING ON VOLUME GROWTH

The marketing campaign began with Accelero identifying specific zip codes in the region with the greatest potential for growth. Since accelerating the time to market was critical, the program leveraged the Accelero Marketing Tool Kit and *Human Motion Institute*[®] brand. The program reached its target markets using the tool kit's comprehensive offering that includes:

- Brochures
- Educational handouts
- Advertisements
- Direct mail
- Radio spots
- Website content
- Referral guide
- Community programs

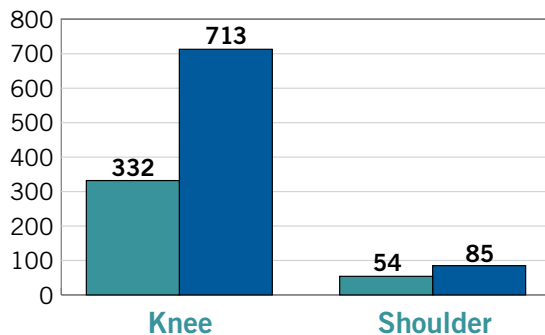
ACHIEVING RESULTS

The orthopaedic surgeons and hospital realized a significant increase in inpatient and outpatient knee and shoulder case volumes.



More than doubling of combined knee and shoulder inpatient case volumes

Inpatient Case Volume



37% increase in outpatient knee and shoulder case volumes

Outpatient Case Volume

