

Johns Hopkins Medicine

Situation While Johns Hopkins Medicine enjoys an unparalleled reputation as a global leader in patient care and medical research, it is often perceived by residents of the metro Washington, DC area as an institution that primarily serves the Baltimore area and treats cases involving rare, life-threatening conditions. In fact, the Johns Hopkins Medicine network is well-established in locations, practices, and highly rated community hospitals in and around Washington, DC that offer primary care and popular specialty care services. Seeking to spur more new patient appointments and strengthen awareness of its presence in the national capital region, Johns Hopkins Medicine enlisted Channel Communications to develop and coordinate a comprehensive marketing campaign.

Solution Channel Communications created a campaign platform that highlighted the wide range of care offered by Johns Hopkins Medicine facilities throughout the Washington, DC area in four service lines—primary care, cardiac care, spine care, and joint replacement. We provided design, copy, and production support for print, broadcast, direct mail, outdoor, and online executions.

The centerpiece of the campaign was a website (jhmdc.org) that featured top-line portals to information about each of the four service lines. The website also provided visitors with access to detailed information about each service line at Johns Hopkins Medicine-affiliated community hospitals and physician practices in the DC area. In addition, the site presented easy ways for visitors to find a physician, schedule a call to discuss a question, or leave a comment. Online traffic to the site was also driven by a banner ad series and a search engine optimization plan.

Result The work described above is presently being rolled out in several phases. While still early in its implementation, the campaign has already begun making a noticeable impact, with an uptick in new patient activity directly attributable to the communications program.

- o positioning statement and tagline
- o landing page

The National Capital Region has access to top-notch primary and specialty care physicians working together within the JHM network. Patients get world-class yet convenient care, from one of the most trusted brands in medicine, right in their neighborhood. Our physicians are committed—and ready—to provide personalized, compassionate care and a great patient experience.

Research Modes Used:

Phone interviews with physicians, patients, hospital administration, and service line directors

Audit of existing communications material

Johns Hopkins Medicine has you covered in the Washington, DC area

Johns Hopkins Medicine has you covered in the Washington, DC area.

Let us find a physician that's right for you in your neighborhood.

Primary Care »	Cardiac Care »	Spine Care »	Joint Replacement »
Get the care that you and your family need through Johns Hopkins Community Physicians and others in the region.	Our experienced cardiologists and cardiac surgeons will ensure you receive the right diagnosis and timely interventions.	We treat a broad range of spine conditions, injuries and diseases through minimally invasive and conventional procedures.	Together, Sibley Memorial Hospital and Suburban Hospital perform more joint replacement surgeries than other hospitals in the Washington, DC region.

For assistance in finding a physician or to learn more about our other medical services, call
1-855-JHM-3939

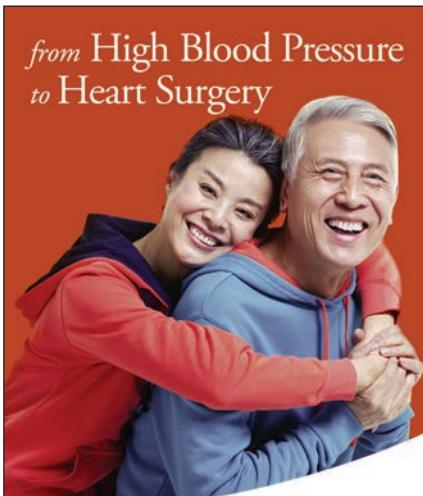
Sibley Memorial Hospital
Suburban Hospital
Johns Hopkins Community Physicians

[See our area locations](#)

- print advertising
- online banner advertising
- radio
- bus tails

Cardiac Care

*from High Blood Pressure
to Heart Surgery*



Johns Hopkins Medicine has you covered in the Washington, DC area

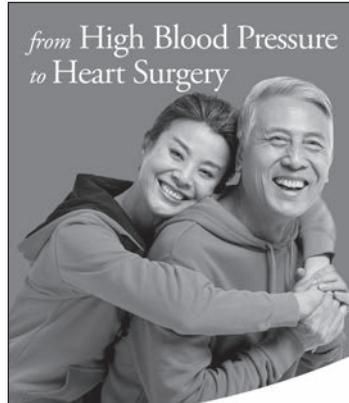
With the region's top hospitals, and primary and specialty care physicians working together, Johns Hopkins Medicine provides you with more options for excellent cardiac care close to home.

- Expert cardiologists and cardiac surgeons ensure you receive the right diagnosis and timely intervention
- Cardiac surgery outcomes among the best in the nation
- Access to clinical trials through collaboration with the National Institutes of Health

Call **1-855-JHM-3939** to find a physician or visit jhmdc.org



*from High Blood Pressure
to Heart Surgery*



Johns Hopkins Medicine has you covered in the Washington, DC area

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Sibley Memorial Hospital
Suburban Hospital
Johns Hopkins Community Physicians



from High Blood Pressure







- print advertising
- online banner advertising
- radio
- direct mail
- bus tail

Primary Care

*from Aches and Pains
to Asthma*

Johns Hopkins Medicine has you covered in the Washington, DC area

With the region's top hospitals and primary and specialty care physicians working together, Johns Hopkins Medicine provides you with more options for excellent medical care close to home.

- Most insurance plans accepted
- Primary care physicians with expertise in internal medicine, family medicine, or pediatrics
- Routine checkups, care for minor illnesses, and treatment of acute and chronic conditions
- Access to the full range of specialized care throughout the Johns Hopkins Medicine network

Call **1-855-JHM-3939** to find a physician or visit jhmdc.org



*from Aches and Pains
to Asthma*

Johns Hopkins Medicine has you covered in the Washington, DC area

With the region's top hospitals and primary and specialty care physicians working together, Johns Hopkins Community Physicians provides you with more options for excellent medical care close to home.

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from Aches and Pains



If you're searching for an exceptional primary care physician, here's great news.

With the region's top hospitals and primary and specialty care physicians working together, Johns Hopkins Community Physicians provides you with more options for excellent medical care close to your new home and around the Washington, DC area.

- Most insurance plans accepted
- Primary care expertise in internal medicine, family medicine, and pediatrics
- Routine checkups or specialty care
- Access to the full range of specialized care throughout Johns Hopkins Medicine

Call **1-855-JHM-3939** to find a physician or visit jhmdc.org

Johns Hopkins Community Physicians Shady Grove and Bethesda 301-467-3000 800-545-3000 Towson, MD 21204	Johns Hopkins Community Physicians Shady Memorial Hospital Suburban Hospital
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*from Aches and Pains
to Asthma*

Johns Hopkins Medicine has primary care covered in your neighborhood

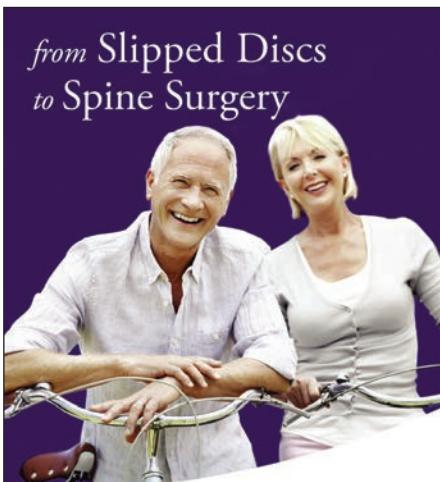




- print advertising
- online banner advertising
- radio
- bus tails

Spine Care

*from Slipped Discs
to Spine Surgery*



Johns Hopkins Medicine has you covered in the Washington, DC area

With the region's top hospitals and primary and specialty care physicians working together, Johns Hopkins Medicine provides you with more options for excellent medical care close to home.

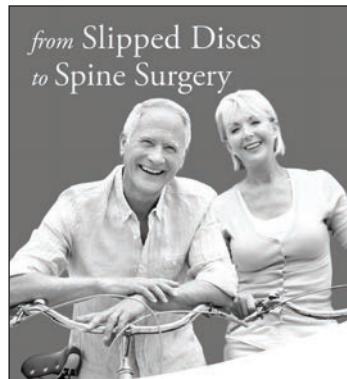
- Wide range of spine conditions treated, including spinal stenosis, herniated discs, scoliosis, spine trauma, and more
- Cutting-edge technology and conservative clinical judgment provide excellent clinical outcomes
- Conventional and minimally invasive techniques available to help you return to a full, active lifestyle

Call **1-855-JHM-3939** to find a physician or visit jhmdc.org

Sibley Memorial Hospital
Suburban Hospital
Johns Hopkins
Community Physicians

JOHNS HOPKINS
MEDICINE

*from Slipped Discs
to Spine Surgery*



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Suburban Hospital
Johns Hopkins
Community Physicians

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JOHNS HOPKINS
MEDICINE

from Slipped Discs



JOHNS HOPKINS
MEDICINE



- o print advertising
- o online banner advertising
- o radio
- o bus tails

Joint Care

*from Tennis Elbow
to Total Knee Replacement*

Johns Hopkins Medicine has you covered in the Washington, DC area

With the region's top hospitals, and primary and specialty care physicians, working together, Johns Hopkins Medicine provides you with more options for excellent medical care close to home.

- Johns Hopkins Medicine network of hospitals and orthopedic surgeons offer a leading resource for knee, hip, and shoulder replacement.
- Comprehensive care includes dedicated patient care teams and leading technologies such as the Hemo™ table for anterior hip replacement.
- Sibley Memorial Hospital and Suburban Hospital have earned The Joint Commission's Gold Seal of Approval for joint replacement surgery.

Call **1-855-JHM-3939** to find a physician or visit jhmdc.org



*from Tennis Elbow
to Total Knee Replacement*

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*from Tennis Elbow
to Total Knee Replacement*

Johns Hopkins Medicine has your primary care covered in the Washington, DC area

Johns Hopkins Community Physicians
Sibley Memorial Hospital
Suburban Hospital



