Patient First

Situation

Patient First is a healthcare company that provides urgent and primary care in medical centers throughout the Mid-Atlantic. As it expanded into new markets in past years, Patient First faced several challenges. It had to educate communities and build awareness of the benefits of urgent care where the concept was unfamiliar. It needed to define and differentiate its brand in areas where it faced competition from other urgent health care providers. And finally, it needed an integrated marketing communications program that could serve as a branding platform for materials used in current and prospective markets.

Solution

After the Channel team was hired, we conducted extensive primary research to identify key messages that needed to be conveyed to specific markets. By establishing that Patient First offered top-notch care that was equal to more traditional, less convenient options, we were able help our client increase awareness, interest and trust in its services.

Since then, Patient First has turned to us to develop multi-channel campaigns to promote the opening of each new center. We've supported Patient First's central message of quality care with communications that detail the convenience and accessibility of its on-site services in television and radio spots, print, direct mail, outdoor advertising, a new website, e-newsletters and collateral materials.

Result

Today, Patient First operates 49 centers throughout Virginia, Maryland, the greater Washington, DC area along with Central and Eastern Pennsylvania.

- positioning statement
- consumer direct mail launch
- billboard

Walk in to see a doctor, walk out with lab results, prescription medicines and a whole new view of health care. From reception to check-out, our medical centers are designed to help us help you. After all, that's why we became healthcare professionals in the first place. Open every day, it's the care you need when you need it.

Research Modes Used:

Consumer research

Focus groups in multiple markets

Complete brand benchmarking

NOW OPEN TOWSON
Patient First®
Non-appointment, walk-in urgent care
for routine injuries and illnesses.
365 days a year, 8 am to 10 pm.
• Staffed by physicians
• X-rays, lab tests, and prescription drugs on-site
• 48 locations in the mid-Atlantic region
• All major insurance plans accepted –
your claims filed for you
York Rd.
Baltimore Beltway
Patient First
Fairmount Ave.
Towson
950 York Road
(410) 372-6373

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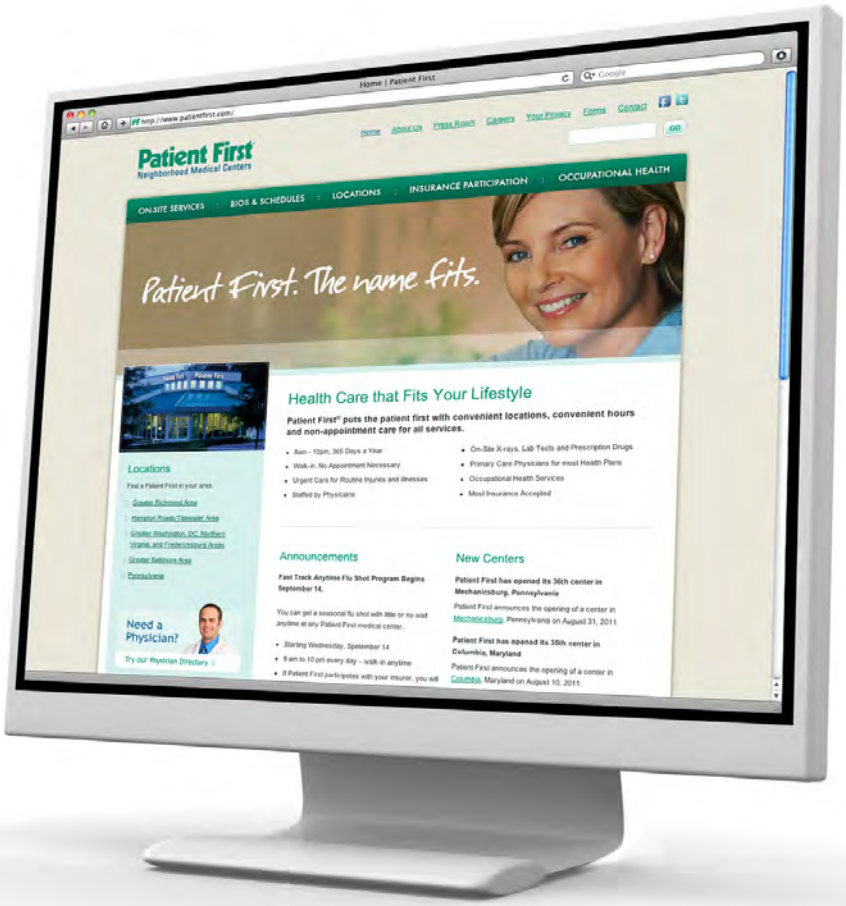
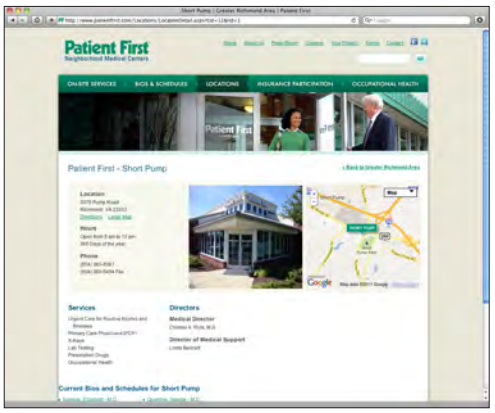
o website


Patient First
Neighborhood Medical Centers
ON-SITE SERVICES
BIOS & SCHEDULES
LOCATIONS
INSURANCE PARTICIPATION
OCCUPATIONAL HEALTH
Patient First. The name fits.
Health Care that Fits Your Lifestyle
Locations
Need a Physician?
Announcements
New Centers

Patient First
On-Site Services

Patient First
Competitive Compensation, Great Benefits, and Flexible Hours are Only the Beginning.


Patient First
Patient First - Short Pump

My doctor is at Patient First.
Everywhere you look, you'll find people who entrust their health to Patient First. They feel better knowing they can walk in without an appointment and get the treatment they need — from check ups to lab tests, even x-rays and prescription drugs. When you're on the go, that's a real plus! They take comfort in building a relationship with experienced physicians who will take the time to know them and follow their care. That's why I'm glad my doctor is at Patent First. For physician schedules and additional information, visit patientfirst.com.
The care you need, when you need it.℠
• Urgent and primary care
• Staffed by physicians
• X-rays, lab tests and prescription drugs on site
• No appointment necessary
• Open 8am – 10pm, 365 days a year
• Most insurance plans accepted; your claims filed for you
Eight Richmond locations. Learn more at patientfirst.com
Patient First
Neighborhood Medical Centers

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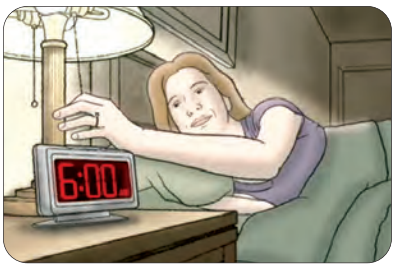
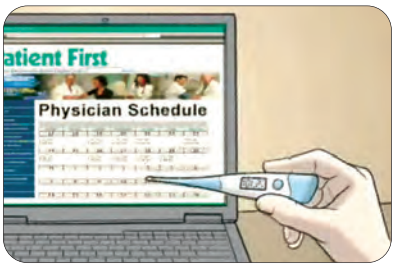
Eight locations in Richmond and eight in Hampton Roads. Learn more at patientfirst.com
Patient First
Neighborhood Medical Centers





Racing The Clock (30-second tv spot)

SFX: Audio Music (up and under)

VO: From the moment I get up...

VO: I'm always on the run.

VO: I don't have a minute to spare.

VO: So where do I go...

VO: ...when I'm not feeling up to speed?

VO: I see my doctor at ...

VO: ...Patient First.

VO: They take good care of me.

VO: I can check my doctor's schedule online...

VO: ...walk in without an appointment...

VO: ...and get what I need.

VO: A check-up, a lab test...

VO: ...x-rays...

VO: ...even prescription drugs.

VO: ...So I can keep up with my family.

VO: That's why my doctor is at Patient First.

ANNCR: Patient First. The care you need, when you need it.

"Community/Sideline"

SFX: Game noises, kids up and under

Woman 1: Hi, Bob, find a new family doctor yet?

Man: No, and Ethan needs his check-up this week!

Woman 1: My doctor is at Patient First.

Woman 2: Hey, mine too. Patient First is great!

Woman 1: Uh huh, walk in without an appointment…see a doctor, get lab tests, x-rays, also prescriptions drugs. You can even check your doctor's schedule online…

Man: Weekends too?

Woman 1: Every day of the year from 8 am til 10 pm. With eight centers right here in Richmond, there's one near you!

Anncr: Patient First. For nearly 30 years, the care you need, when you need it. Learn more at patient first dot com.

"Fitness"

SFX: Music, gym noises, running, SFX of breathing and foot falls up and under.

Man: I resolved I'd finally lose weight and get fit. So the first thing I did was visit my doctor at Patient First. Walk in without an appointment and get everything you need—check-ups, lab tests, x-rays, prescription drugs. I can even check my doctor's schedule online. You can't beat em for convenience—eight Richmond centers—open every day from 8 am til 10 pm. I feel great—thanks to my doctor at Patient First.

Anncr: For nearly 30 years, the care you need, when you need it. Learn more at patient first dot com.

"Time Management"

SFX: Stopwatch ticking, ambient noise (talent talks fast because she's so rushed)

Woman: Between work 'n kids, we're always on the go. So we need a doctor, who fits our busy schedule. That's why our doctor is at Patient First. We walk in without an appointment and get what we need...check-ups, lab tests, x-rays, prescriptions drugs. I can even check our doctor's schedule online. You can't beat them for convenience—eight Richmond centers—open every day from 8 am til 10 pm. So if your life is like mine, visit Patient First.

Anncr: For nearly 30 years, the care you need, when you need it. Learn more at patient first dot com

"Olivia"

SFX:	Audio Music (up and under)
VO:	There's never a good time to get sick.
VO:	But if you do...
VO:	...our newest Patient First is now open in White Marsh.
VO:	Walk in any day from 8 a.m. to 10 p.m. to see a physician...
VO:	...and if necessary, to get an x-ray, lab test or prescription right there.
VO:	Immediate and primary care services.
VO:	The care you need, when you need it.
VO:	Learn more at patient first dot com
VO:	Now open in White Marsh.

"Olivia's Recital"

Mom: It's always tough when your child gets sick, but the worst was when my daughter, Olivia, came down with a fever three days before her big ballet recital.

Olivia: I was dancing the role of Cinderella.

Mom: Unfortunately, Olivia's pediatrician wouldn't be in until Monday.

Olivia: But the doctors at Patient First were in.

Mom: The doctors at the new Patient First in [location] are in every day from 8 a.m. to 10 p.m. We walked in, saw a doctor and had a lab test that confirmed Olivia had strep. We even got an antibiotic right there.

Olivia: And I got a standing ovation.

Mom: Thanks to the impressive performance of the staff at Patient First.

Anncr: Another happy ending brought to you by Patient First neighborhood medical centers—now open at [street address] in [location]. With primary and urgent care services, it's the care you need when you need it. And most major insurance is accepted. Learn more at Patient First dot com. That's Patient First dot com.

"The Big Bike Race"

Wife: When you're injured, the last thing you want to do is run all over town for treatment. Last month, my husband, Jack, fell off his bike while training for a triathlon.

Jack: My hand was cut pretty bad. I also thought it might have been broken.

Wife: So we went to the new Patient First in [location]. It's open 8 a.m. to 10 p.m. every day. You don't need an appointment.

Jack: The doctor cleaned my wound, stitched it up and had it x-rayed to check for fractures.

Wife: Jack even got a tetanus shot and pain medicine right there.

Jack: Now, the only time I run around town is when I'm training.

Anncr: Another happy ending brought to you by Patient First neighborhood medical centers—now open at [street address] in [location]. With primary and urgent care services, it's the care you need when you need it. And most major insurance is accepted. Learn more at Patient First dot com. That's Patient First dot com.