

## The Wilmer Eye Institute at Johns Hopkins

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**Situation** The Wilmer Eye Institute at Johns Hopkins, founded in 1925, is internationally-renowned for its expertise in the diagnosis and management of complex medical and surgical eye disease. It is not only the preeminent provider of routine eye care and refractive, optical, cosmetic, and eye trauma services for the Mid-Atlantic region, it is the largest department of ophthalmology in the United States. The Wilmer sites at the Johns Hopkins Hospital and ten other locations in surrounding counties combined the world-class care of Wilmer ophthalmologists and optometrists with the ease and convenience of accessible and efficient outpatient facilities.

At the end of 2012, the Wilmer team tasked Channel Communications with developing a communications plan to support the opening of a new Wilmer Eye Institute location in Bethesda, Maryland along with announcing the complete renovation of an existing facility in Odenton.

**Solution** The two sites posed distinctly different problems. The clinic in Odenton had been in place for years and was suffering from growing pains. The challenge was to alter current impressions that the facility was cramped and out of date. The Bethesda facility would be the first for Wilmer in the Washington D.C. metro area therefore; the baseline for awareness was zero. Creating awareness for a single new location within the context of a large, media intensive market would be a formidable assignment.

The Odenton program relied on a combination of local newspapers that covered community news supplemented by direct mail directed to existing customers and prospects in the local geography. In Bethesda, broadcast media was employed to build awareness. Ten and fifteen second radio spots on D.C. news stations and transit shelter posters in the vicinity of the new Wilmer facility announced the presence of something new to the heavy commuter traffic in and through Bethesda. Color ads in two local D.C. metro magazines supported the broader effort.

**Results** Odenton's traffic increased and the opening of the Bethesda center met all of the expectations of the Hopkins/Wilmer staff. Wilmer leadership came back to Channel later in 2013 to announce to the Odenton community that the staff at the Odenton facility was being expanded.

o print advertising

o postcard

## Wilmer Eye Institute Now Open in Bethesda

See the Wilmer Difference

Wilmer Eye Institute, nationally recognized for high-quality eye care, is now open in Bethesda at the Air Rights Center.

Now Open in Bethesda

Air Rights Center—West Tower  
7315 Wisconsin Ave. Suite 610  
Bethesda, MD  
[www.hopkinsmedicine.org/wilmer](http://www.hopkinsmedicine.org/wilmer)

**Wilmer Eye Institute**

Shanesma Sikder, M.D.  
Cornea & Cataract,  
Refractive Surgery

Nicholas Mahoney, M.D.  
Cosmetic & Reconstructive  
Surgery of the Eyelid & Face

Adam Wenick, M.D., Ph.D.  
Retina

Prem Salunke, M.D., Ph.D.  
Neuro-Ophthalmology

Jonathan Song, M.D.  
Pediatric Ophthalmology and  
Adult Strabismus

Anu Laud, O.D.  
Optometry

Anisa Gire, O.D.  
Optometry

Divya Srivastava, M.D.  
Cornea & Cataract,  
Refractive Surgery

Bryn Burkholder, M.D.  
Uveitis & Comprehensive  
Ophthalmology

Amanda Marks, O.D., M.S.  
Optometry

Alan Wilder, O.D.  
Optometry

CALL 240-482-1100 FOR AN APPOINTMENT

JOHNS HOPKINS MEDICINE

## Wilmer Eye Institute New Location in Odenton

See the Wilmer Difference

Wilmer Eye Institute, nationally recognized for high-quality eye care, has moved to Odenton Medical Pavilion I.

• Expert eye care by Johns Hopkins providers

• Brand-new, spacious, patient-centered environment with the latest technology

• Same-day appointment availability in most specialties

• Comprehensive ophthalmology, including diagnosis and treatment of routine and complex eye diseases

• Routine eye exams

Divya Srivastava, M.D.  
Cornea & Cataract, Refractive Surgery

Bryn Burkholder, M.D.  
Uveitis & Comprehensive  
Ophthalmology

Amanda Marks, O.D., M.S.  
Optometry

Alan Wilder, O.D.  
Optometry

New Location in Odenton

Odenton Medical Pavilion I  
1106 Annapolis Road, Suite 290  
Odenton, MD  
[www.hopkinsmedicine.org/wilmer](http://www.hopkinsmedicine.org/wilmer)

CALL 410-874-1425 FOR AN APPOINTMENT

JOHNS HOPKINS MEDICINE

### Wilmer Eye Institute in Odenton is expanding its physician staff.

• Expert eye care by Johns Hopkins providers

• Brand-new, spacious, patient-centered environment with the latest technology

• Same-day appointment availability in most specialties

• Comprehensive ophthalmology, including diagnosis and treatment of routine and complex eye diseases

• Routine eye exams

Divya Srivastava, M.D.  
Cornea & Cataract,  
Refractive Surgery

Timothy McCarville, M.D.  
Cosmetic & Reconstructive Surgery of the Eyelid, Orbit & Face

Bryn Burkholder, M.D.  
Uveitis & Comprehensive  
Ophthalmology

Amanda Marks, O.D., M.S.  
Optometry

Alan Wilder, O.D.  
Optometry

Vivik Patel, M.D.  
Neuro-Ophthalmology

Gopalek Lowe, O.D.  
Optometry

Our newest physician:

Our newest physician:  
Timothy McCarville, M.D.  
Cosmetic & Reconstructive Surgery of the Eyelid, Orbit & Face

Wilmer Eye Institute

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1106 Annapolis Road, Suite 290  
Odenton, MD  
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CALL 410-874-1425  
FOR AN APPOINTMENT

## Wilmer Eye Institute in Odenton More Physicians to Serve You

See the Wilmer Difference

Wilmer Eye Institute in Odenton

More Physicians to Serve You

JOHNS HOPKINS MEDICINE