

A young girl with blonde hair, wearing a blue hospital gown with white polka dots, is smiling broadly and looking towards a healthcare professional whose face is partially visible in profile on the right. The background is a soft, out-of-focus clinical setting.

CFD-N Volume Driving Campaigns

A photograph of two women walking on a dirt path through a lush green forest. The woman on the left is wearing a teal long-sleeved shirt and grey leggings, and the woman on the right is wearing a grey long-sleeved shirt and black leggings. They are both smiling and looking at each other. The background is filled with tall trees and dense foliage.

Orthopedics Campaign

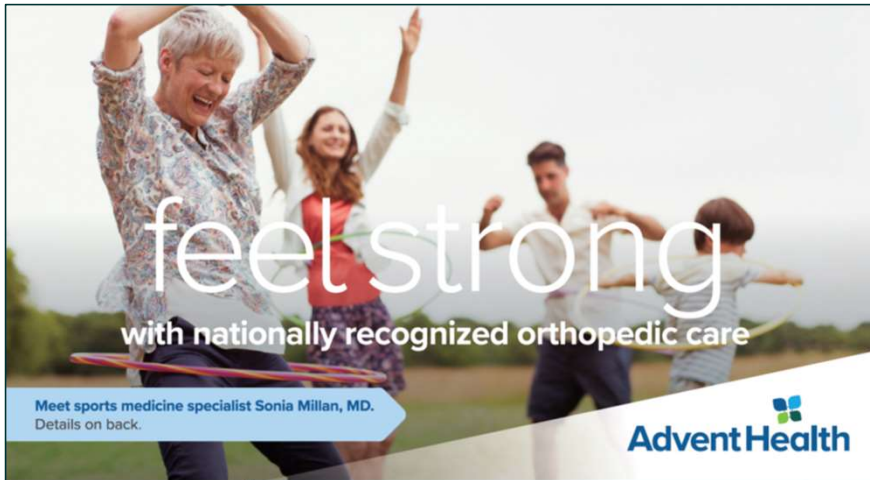
Jan. – Feb. 2020

Nov. 2020 – Feb. 2021

Orthopedics Campaign Overview


- Strategy
 - Multichannel campaign reinforcing expertise in orthopedics, generating physician referrals and driving to physician speaking events
 - Adjust timing of campaign to accommodate seasonal residents
 - “Always On” digital strategy to drive a targeted 75 contact center referrals per month.
- Timeline:
 - Jan. – Feb. 2020, Nov. 2020 – Feb 2021
- Channels:
 - Print, Direct Mail, OOH, SEM, Social

Creative Examples



feel strong
with nationally recognized orthopedic care

Meet sports medicine specialist **Sonia Millan, MD.**
Details on back.



Your trusted choice for orthopedic excellence and the area's only board-certified primary care physician specializing in sports medicine.

Join Sonia Millan, MD for an interactive discussion on Balance and Fall Prevention. It's time to get moving. To get back to the active life you lived before the fear of falling and balance issues slowed you down. We're here to help, with expert, compassionate orthopedic and sports medicine care. So feel active. Feel strong. **Feel whole.**



Get informed at our free event

Balance and Fall Prevention with Sonia Millan, MD

FEBRUARY 5 | 12:30 – 1:30 PM

AdventHealth Palm Coast
Classrooms ABCD

60 Memorial Medical Pkwy,
Palm Coast, FL 32164

Register today at OrthoEventsAHPC.com
or call toll-free 866-328-6417.

Refreshments will be provided.




feel strong
with nationally recognized orthopedic care

Get informed at our free seminar.

Join our orthopedic and sports medicine specialist **William Browning, DO**, along with our physical therapy team, for an interactive discussion addressing aches and pains and different treatment options.

It's time to get moving. To get back to the life you lived before joint pain slowed you down. We're here to help, with expert, compassionate orthopedic care. And with office locations in Port Orange and New Smyrna Beach, you're never far from care that can help you feel active. Feel fearless. **Feel whole.**

Tackle Your Joint Pain
Thursday, February 6 | 8 – 9 AM
Brannon Center | 105 S. Riverside Dr., New Smyrna Beach, FL 32168
Light breakfast, healthy snacks and beverages will be provided.

Register today!

Visit OrthoEventsAHNSB.com or call **386-231-2229**.

AdventHealth complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability or sex.
ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al número siguiente 877-746-4674.
ATANSYON: Si w pale Kreyòl Ayisyen, gen sèvis òd pou lang ki disponib gratis pou ou. Rele nimewo ki anba an 877-746-4674.



Creative Examples

A photograph of an older man and a younger woman hula hooping in a grassy field. The man is in the foreground, wearing a patterned shirt and dark pants, with his arms raised. The woman is behind him, also hula hooping. The background is a soft-focus landscape.

feel strong

Nationally Recognized Orthopedic Care



Advent Health

A photograph of an older man swimming in the ocean. He is wearing a black wetsuit and has a joyful expression, with water splashing around him. The background shows a sunset or sunrise over the water.

feel fearless

Nationally Recognized Orthopedic Care



Advent Health

Creative Examples- Social



FEB 6 Tackle Your Joint Pain
Public · Hosted by AdventHealth New Smyrna Beach

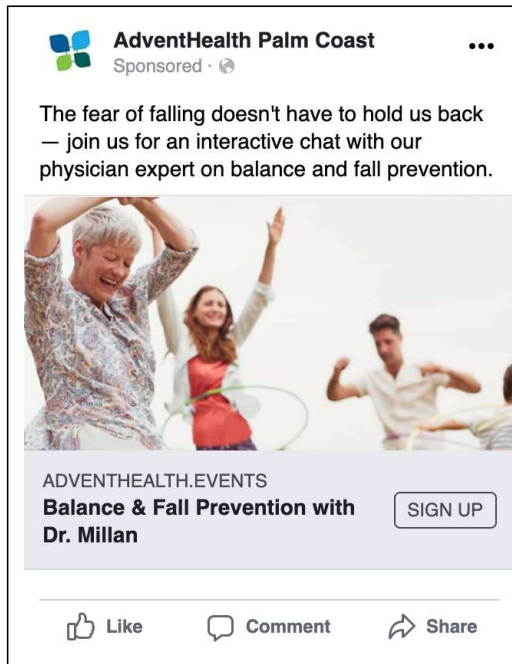
★ Interested ✓ Going

🕒 Thursday, February 6, 2020 at 8 AM – 9 AM
4 days ago

📍 Brannon Center
105 S. Riverside Drive., New Smyrna Beach, Florida 32168 [Show Map](#)


👤 Hosted by AdventHealth New Smyrna Beach [Message Host](#)

[About](#) [Discussion](#)



AdventHealth Palm Coast
Sponsored · 🌐

The fear of falling doesn't have to hold us back — join us for an interactive chat with our physician expert on balance and fall prevention.



ADVENTHEALTH.EVENTS
Balance & Fall Prevention with Dr. Millan [SIGN UP](#)

👍 Like 💬 Comment ➦ Share



AdventHealth Fish Memorial
Sponsored · 🌐

Technology truly amazes. Orthopedic robotic technology continues to grow, providing safe and more effective treatment options. Join us as our expert explain what you need to know.



ADVENTHEALTH.EVENTS
Robotic Surgery Technology Lunch N' Learn [Learn More](#)

Wed, January 22, 2020 @ 11:00 AM – 01:00 PM

👍 Like 💬 Comment ➦ Share

Results

- Increased average seminar attendance by 120%
 - Adjusted events to accommodate seasonal residents
 - Average attendance increased from 39 to 85
- Campaign Reporting
 - Net Revenue: \$1.96M
 - ROI: 6:1
 - Converted Patients: 393



ER Campaign

Q1 2020

ER Campaign Overview

- Strategy
 - Build integrated campaign reinforcing advantages in network access, convenience and continuum of care
 - “Always on” digital presence with targeted 70% impression share
 - Targeted EMS outreach to increase preference and utilization
 - Increase ER volume by 2%
- Campaign Timeline:
 - Jan-March
- Channels:
 - Cable, OTT, Cinema, Pandora, SEM, Social, Digital Display, Waze, Billboards, Print, Direct Mail, EMS Outreach

Outdoor

Outdoor Boards



ER Care at the
speed of life


AdventHealth


AdventHealth



Life moves fast
#1 **ER** nearby


Advent Health



Life moves fast
#1 **ER** nearby


Advent Health 
Advent Health



Pediatric
NOW OPEN




AdventHealth



Life moves fast
Pediatric  **nearby**


AdventHealth
AdventHealth

TV/Video

Commercial Spot – :30



Print

Print Ad

Version 1



ER Care at the speed of Life

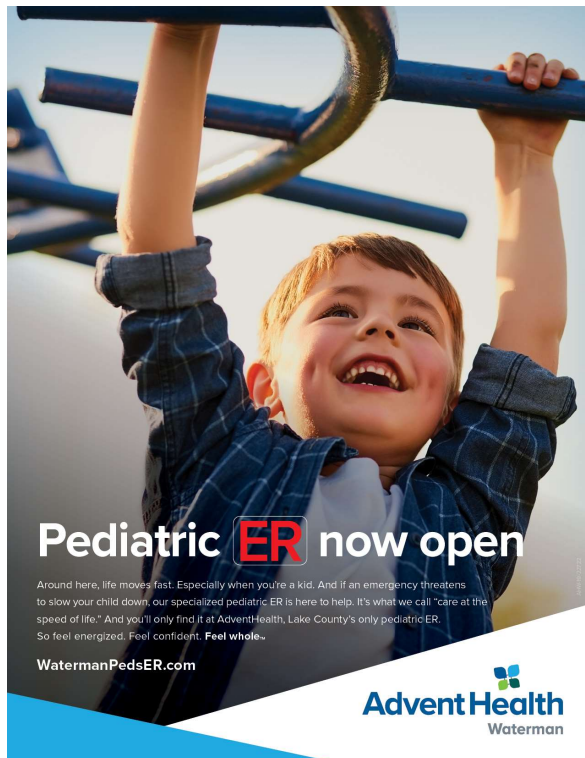
Around here, life moves fast. And if an emergency threatens to slow you down, the area's #1 ER is close by to help you keep doing what you love to do. If you're facing a medical emergency, whether it's a broke bone or something as serious as a stroke or heart attach, we're ready to bring you care at the speed of life – something you'll only find at AdventHealth. So feel energized. Feel confident. **Feel whole™**

Find a location at [ERSpeedOfLife.com](https://www.erspeedoflife.com)



Print Ad

Version 2



Volusia Version:

Pediatric ER now open

Around here, life moves fast. Especially when you're a kid. And if an emergency threatens to slow your child down, our specialized ER is here to help you both keep doing what you love to do. It's what we call "care at the speed of life." And you'll only find it at AdventHealth. So feel energized. Feel confident. **Feel whole™**
Find a location at [ERSpeedOfLife.com](https://www.ERSpeedOfLife.com)

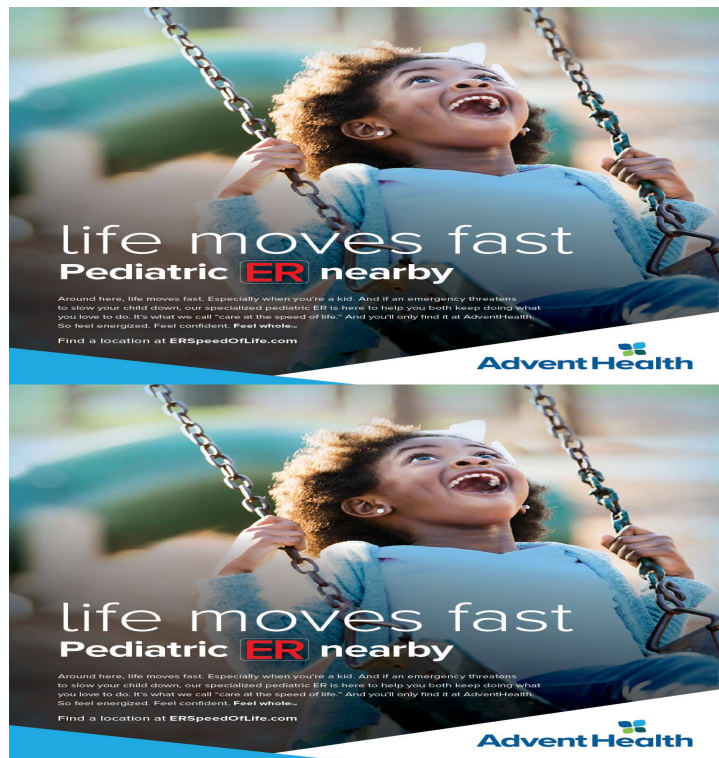
Lake Version:

Pediatric ER now open

Around here, life moves fast. Especially when you're a kid. And if an emergency threatens to slow your child down, our specialized ER is here to help you both keep doing what you love to do. It's what we call "care at the speed of life." And you'll only find it at AdventHealth, Lake County's only pediatric ER. So feel energized. Feel confident. **Feel whole™**
Find a location at [ERSpeedOfLife.com](https://www.ERSpeedOfLife.com)

Print Ad

Version 3



Life moves fast Pediatric **ER** nearby

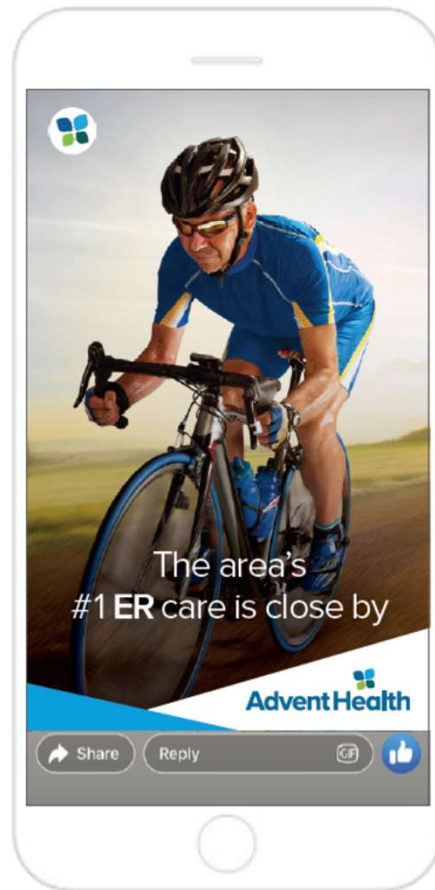
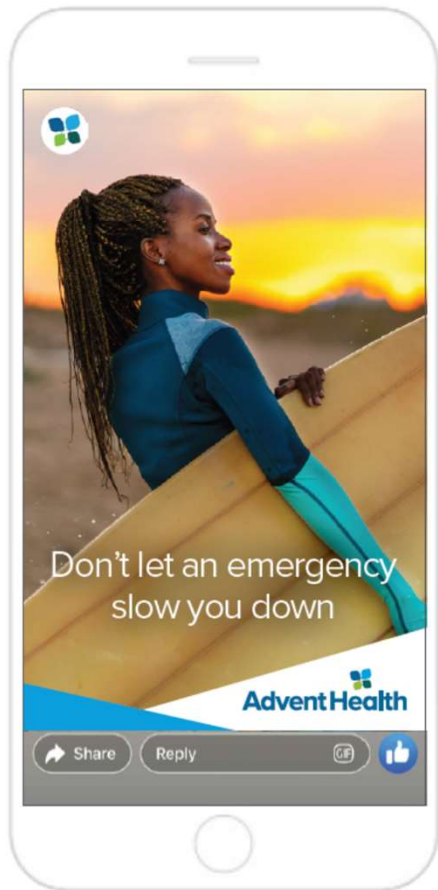
Around here, life moves fast. Especially when you're a kid. And if an emergency threatens to slow your child down, our specialized ER is here to help you both keep doing what you love to do. It's what we call "care at the speed of life." And you'll only find it at AdventHealth.

So feel energized. Feel confident. **Feel whole™**
Find a location at [ERSpeedOfLife.com](https://www.adventhealth.com/erspeedoflife)

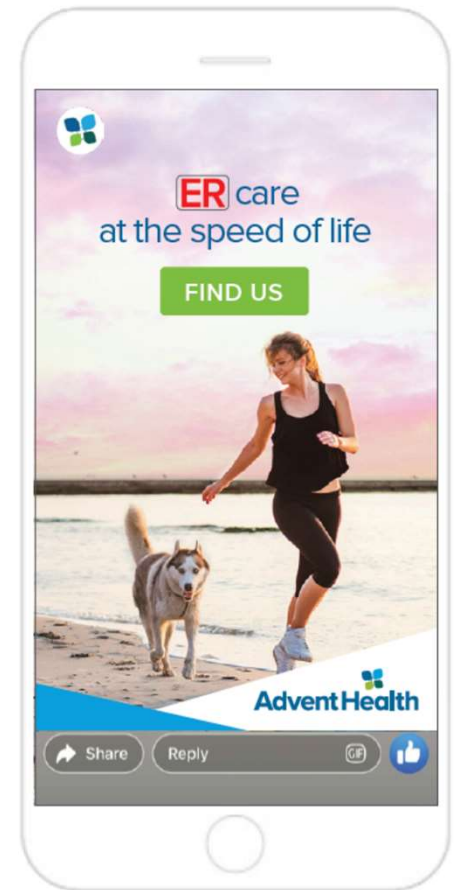


Digital and Social

North Area ER Facebook Ad | Facebook Story

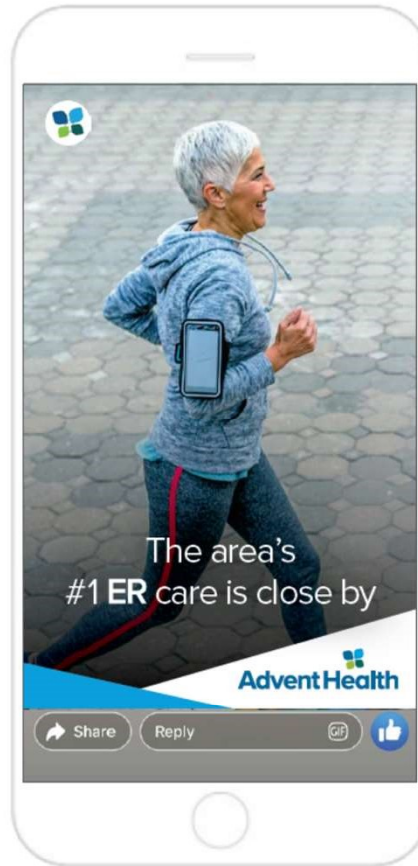
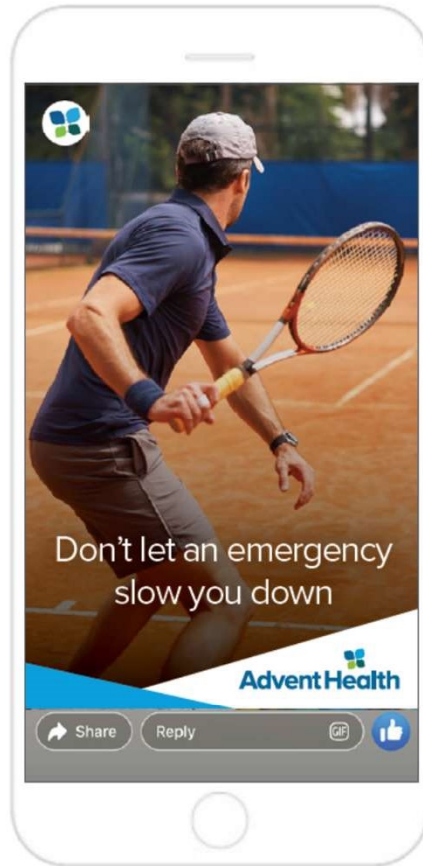
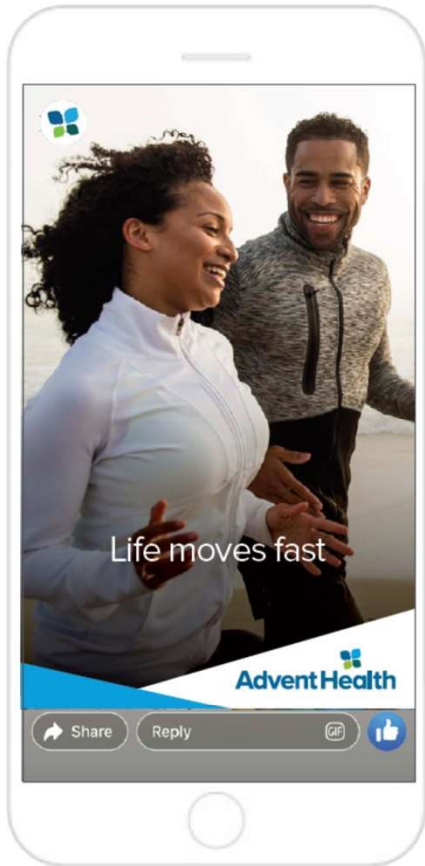


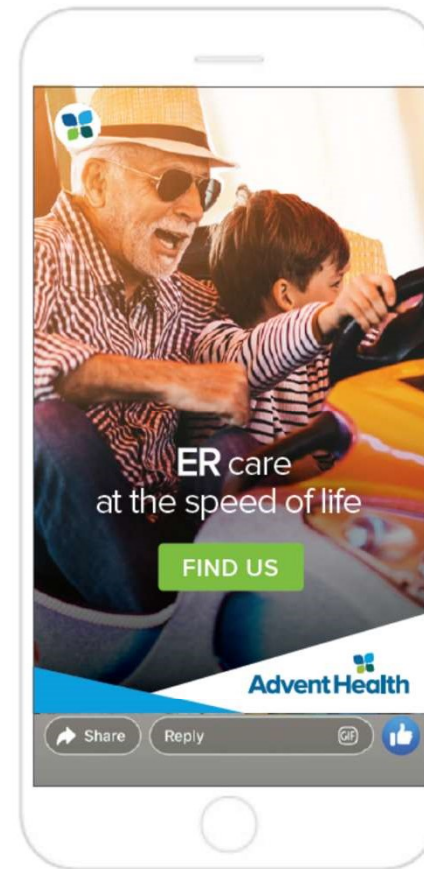
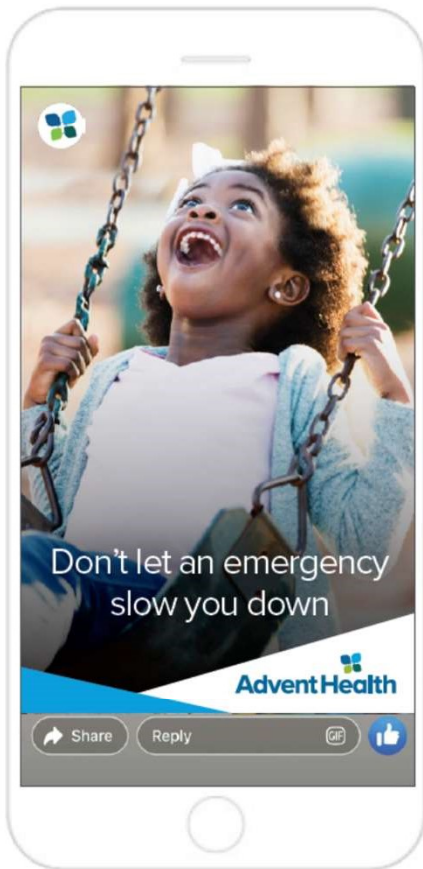
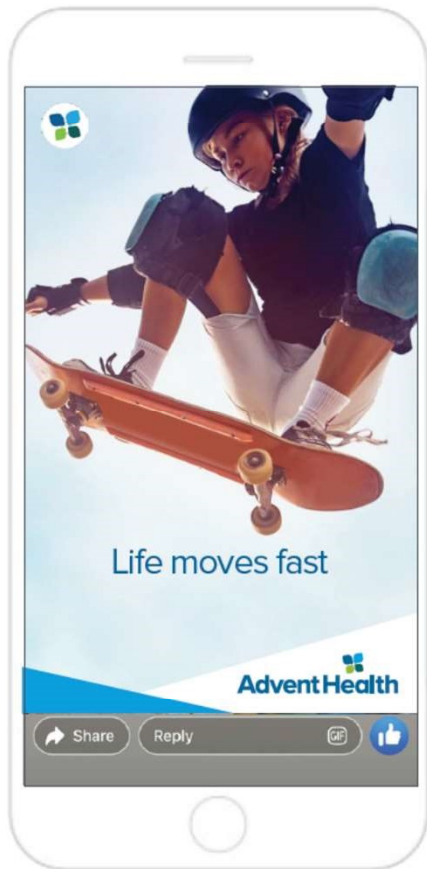
Flagler, Lake & Volusia



North Area ER Facebook Ad | Facebook Story (adult)

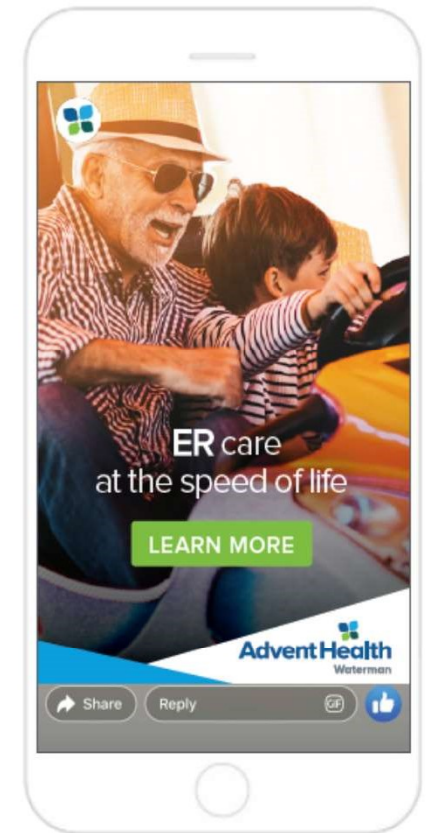
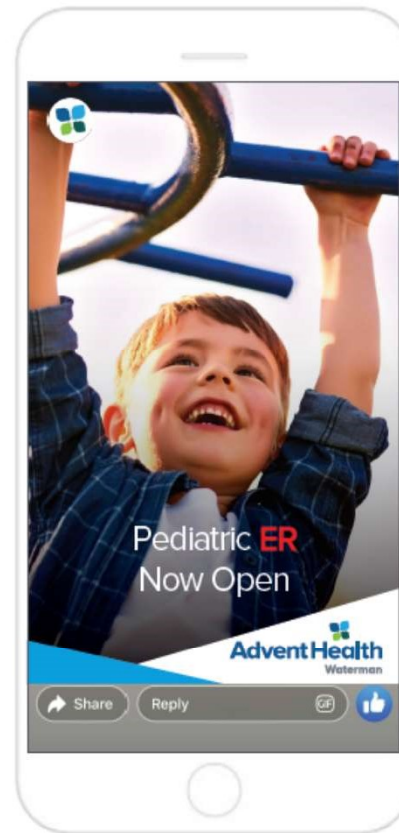
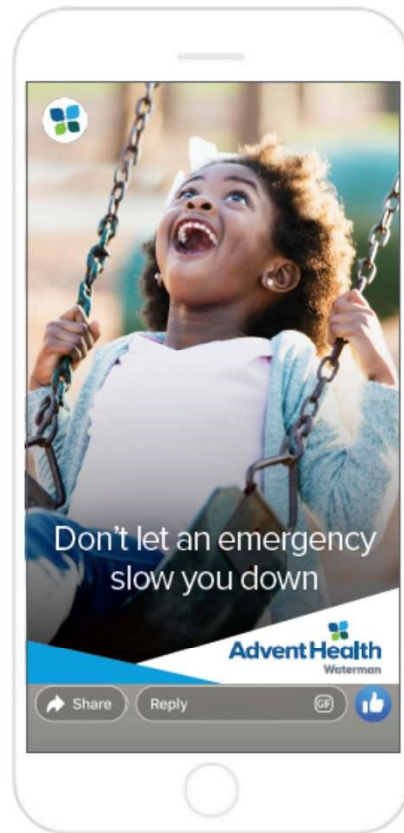
Flagler, Lake & Volusia



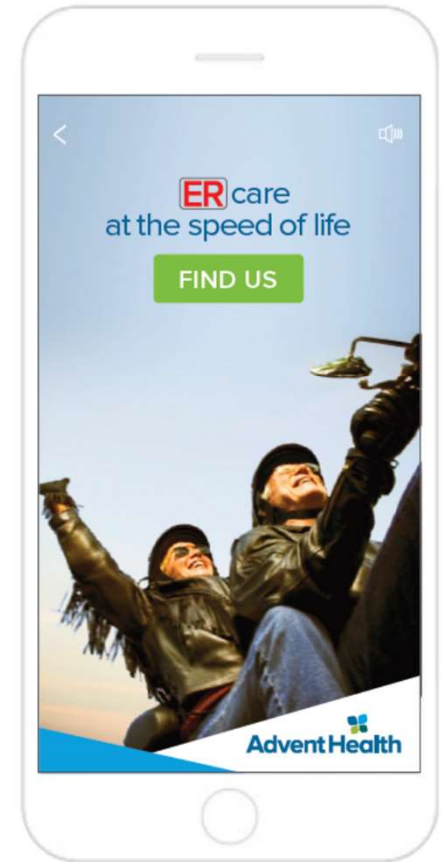
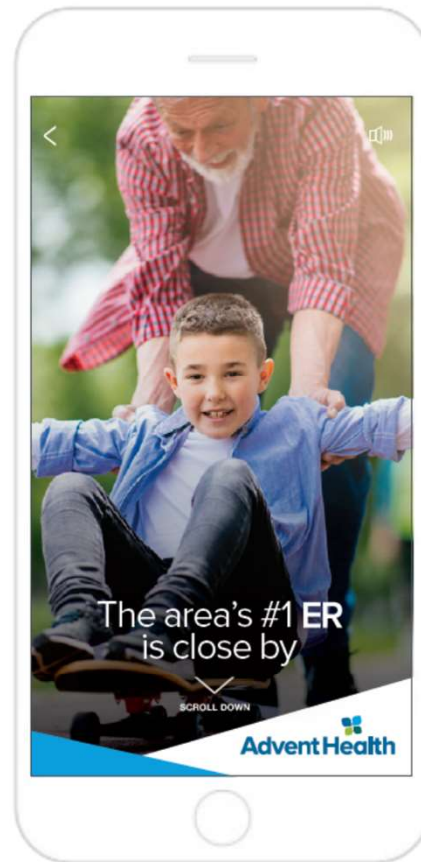
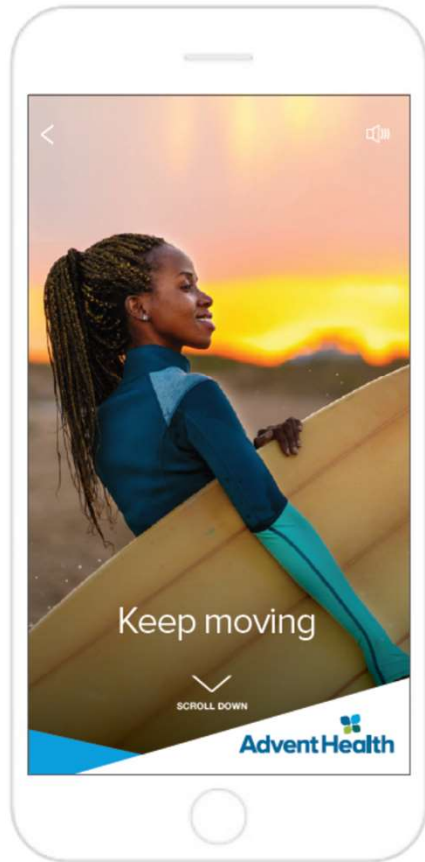
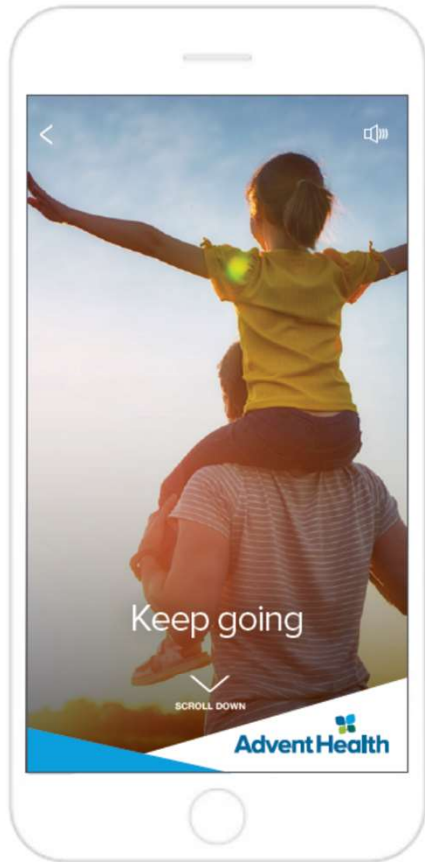


Waterman

AdventHealth Waterman ER Facebook Ad | Facebook Story (pediatric)



Advent Health



North Area ER Facebook Ad | :15 Video



AdventHealth

22 hrs · 🌐

Life moves fast. In an emergency, trust AdventHealth to get you back up to speed, close to where you live, work and play.



ADVENTHEALTH.COM

Keep going. Keep moving.
#1 ER care is close by.

👍 14

4 Shares

👍 Like

💬 Comment

➦ Share



APPROVED ON 02/04/20



Display Ads

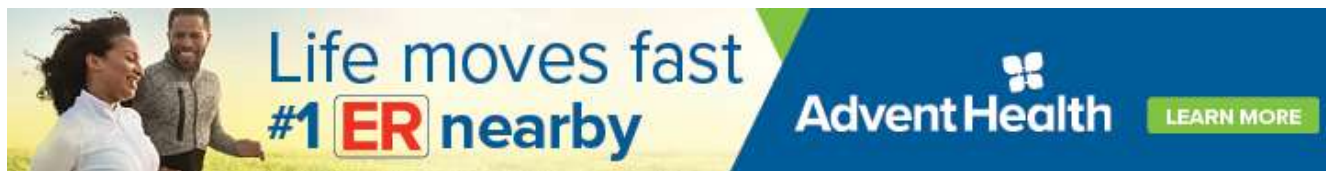
300 x 250



729 x 90



320 x 50



970 x 90



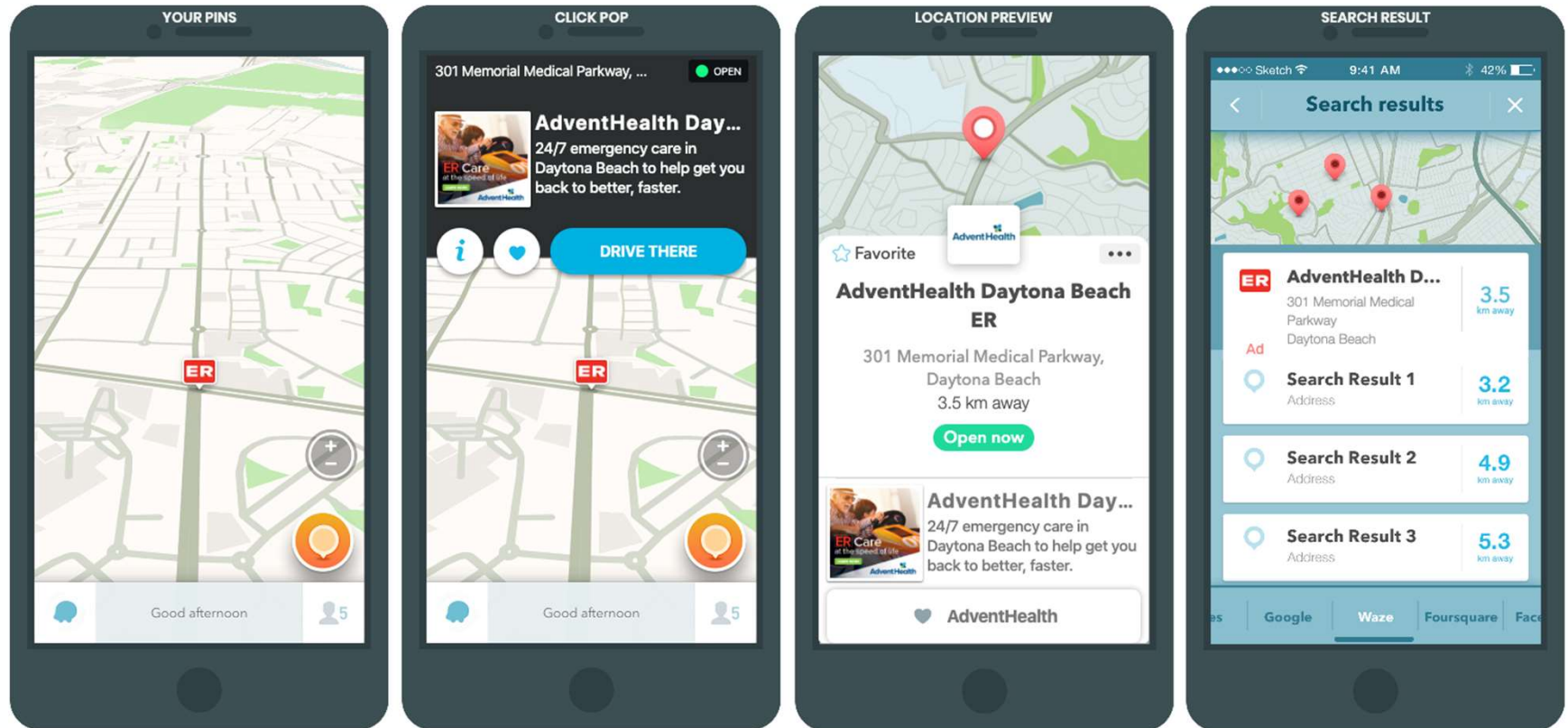


ALT Landing Frame | Option



ALT Landing Frame | Option

Waze Example- Daytona Beach



Pandora Assets

Plan:

Feb-Apr, Jun-Aug, Nov-Dec

Audiences: M/F 35-65+

Assets

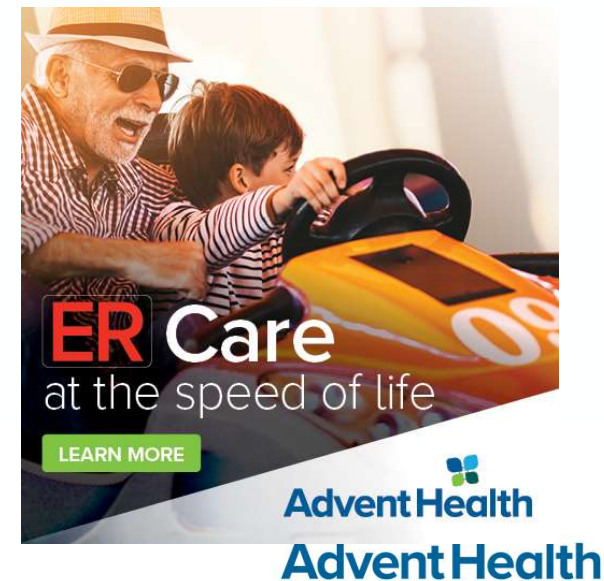
500x500 Banner

300x250 Banner

Audio Asset (30 seconds or less)

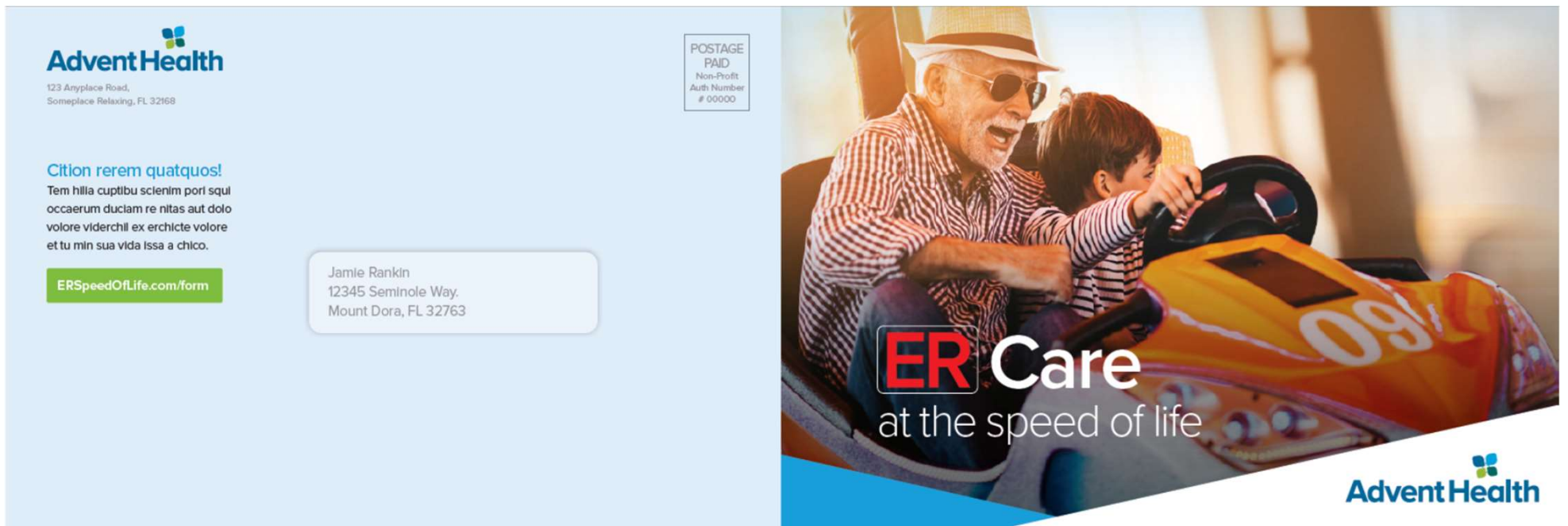


↕ 300 x 25
500 x 500



Direct Mail

Direct Mail - Front Panel



Drop Date: March 2nd

Drop Quantity: 25M-30M per campus

AdventHealth