

SUCCESS STORY

SUMMA HEALTHCARE

TV AND DIGITAL ATTRIBUTION

hfa

Measuring media health

Summa Health is one of the top-ranking hospital systems in the country, competing with top providers everywhere. They needed to raise awareness and encourage preference of their primary and specialty care services in target geographies in order to increase utilization of inpatient and outpatient services.

hfa developed a robust, integrated paid media campaign to build awareness and preference for Summa Health. Digital media metrics showed the plan was creating an impact, but further measurement was needed to track traditional media results and enable campaign-wide optimization. An offline media tracking tool determined the quality and quantity of web traffic driven by broadcast placements, and the results offered a very positive prognosis.





12%

LIFT IN NEW USERS

when on air with TV


65%

**ABOVE
NATIONAL AVERAGE**

for visits per airing
of TV spots



To help drive your brands and business, please call Keith.

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