CASE STUDY
OPENING NEW HEALTH CENTERS

AMM Health

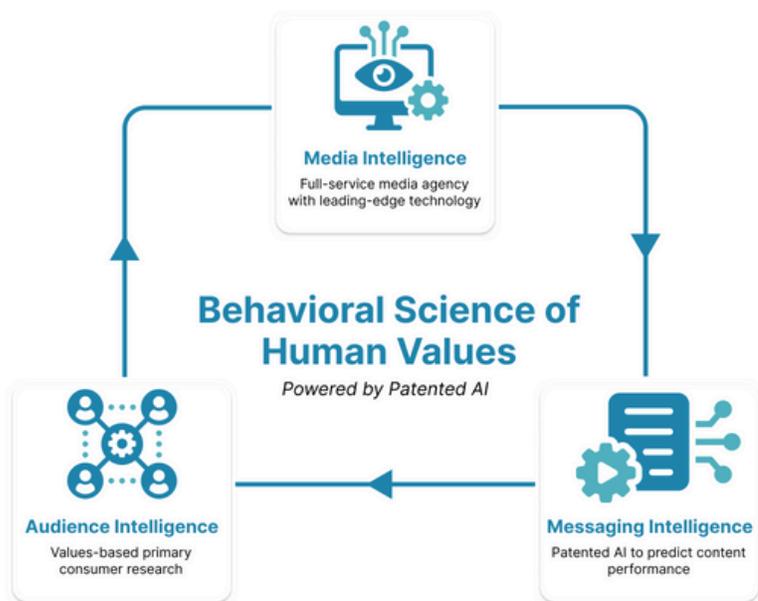**▶▶ CHALLENGE**

RAISING NATIONAL AWARENESS WHILE DRIVING TRAFFIC TO NEW LOCATION OPENINGS FOR A NATIONAL HEALTH SYSTEM

SOLUTION

Media Intelligence
Full-service media agency with leading-edge technology

Behavioral Science of Human Values
Powered by Patented AI

Audience Intelligence
Values-based primary consumer research

Messaging Intelligence
Patented AI to predict content performance

Our **Media Intelligence** experts created and continually optimized media strategy HyprTargeted to each new location, while our **Audience & Messaging Intelligence** tools matched the client's creative to our refined audiences to improve conversion to care visits across the system.

RESULTS

65% MORE VISITS

Increased care visits 65% year-over-year

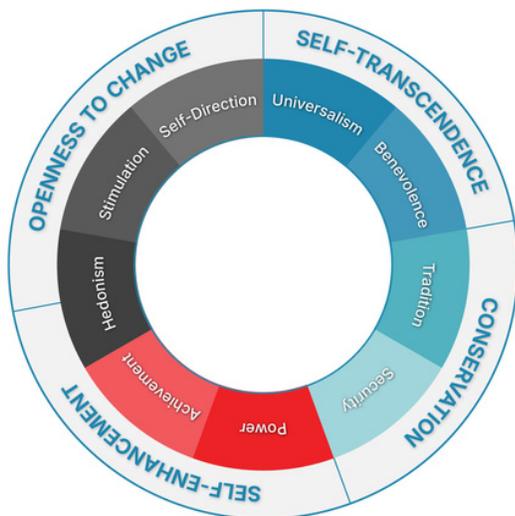**35%** HIGHER REVENUE

Boosted quarterly revenue by 35%

50% INCREASE IN OPENINGS

Opened 50% more new centers

AMMHealth

BUILDING AWARENESS FOR A NATIONAL HEALTH SYSTEM

RAISING NATIONAL AWARENESS WHILE DRIVING TRAFFIC TO NEW LOCATION OPENINGS

Driving business growth through the power of human **values**.

In behavioral science understanding someone's values is the key to building deeper connections and meaningful engagement.
At Aletheia, uncovering values and seamlessly integrating them across audiences, messaging, and media strategy is our superpower. Imagine connecting with your audiences on a profound level, delivering messages that instill confidence and inspire action, and meeting them at the perfect moment in their journey.

That's the transformative power of values.

>> STRATEGIC APPROACH

For 2 years, we worked as part of an Integrated Agency Team to develop, test and execute a **one-of-a-kind marketing strategy model** to address significant challenges the industry faces: high costs and convenient care. The result has been broader access and awareness to care, and superior patient satisfaction at low cost.

Following our discovery process, we deployed our **primary consumer research** capabilities to define personas to our customer targets. We leveraged our unique approach to understanding how patient values motivated decision making, and we developed a multi-pronged media strategy to effectively coordinate new center openings and awareness. We strategically targeted these values-based audiences via digital media to gain more national awareness and new center openings engagement.

With 250+ locations and growing, the "on demand" healthcare facilities spread across five distinct regions.

▶▶ TACTICS & EXECUTION

SYSTEMWIDE BRAND CAMPAIGN:

- Awareness/Upper-Funnel
- Broader Audience Targeting
- Defined Regional Geography
- Values messaging targeted by Persona

LOCAL CENTER ADVERTISING:

- Conversion-Focused to "catch" interest driven by local hospital group campaigns
- Tighter Audience Targeting
- Hyper-local Geographies defined

▶▶ AMMHEALTH ADVANTAGE

MEDIA INTELLIGENCE

- Business Assessment
- Strategy Development
- Media Planning & Execution
  - Digital & Traditional Channels
  - Programmatic
  - SEO, SEM
  - Influencer
  - Hyprlocal Location Targeting
- Measurement & Optimization
- Data Warehousing
- Advanced Modeling & Attributions

AUDIENCE INTELLIGENCE

Proprietary values-based consumer research connects you to the core motivations that drive loyalty & purchase decisions.

- Primary Research & Consumer Surveys
- Qualitative & Quantitative Insights
- Competitive Analysis
- Custom Market Research
- Customer Journey Mapping

MESSAGING INTELLIGENCE

Patented, AI content intelligence platform provides powerful insights on language, imagery, & video to predict how likely messaging is to connect with target audiences.

- AI Content Audits
- AI Content Analytics & Performance Benchmarking
- Enterprise Platform Access
- Competitive Messaging Analysis

LET'S TALK ABOUT THE POSSIBLITIES

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