



Station Call Letters: WSMV-TV

Campaign Name: For A Life Uninterrupted presented by The Saint Thomas Joint Replacement Institute

Advertiser Name: Saint Thomas Health

1. **Challenge.** What was the challenge that motivated the sale to this advertiser?
 - i. Saint Thomas Health recognized that one of the greatest revenue growth areas in healthcare is elective surgery. Already a key player in the area of total joint replacement, Saint Thomas Health embarked on a plan to expand their existing footprint. Working together surgeons, nurses and therapists created a standardized system of care across the various hospital campuses for joint replacement patients. The team made a commitment to community education through outreach seminars that addresses symptoms, causes, treatments, and recovery times and featured extensive Q & A. The crown jewel of the plan is a multimillion-dollar expansion to create the Saint Thomas Joint Replacement Institute that is essentially a hospital within a hospital designed to set the standard both locally and nationally. Once the standard of care was in place and expansion plans in motion it was time to bring everything to light in the public eye.

2. **Objective.** Describe the objective(s) of the campaign.
 - i. Define the leadership position Saint Thomas Health holds in the market and the commitment to total joint replacement within the community in every aspect starting with education continuing through surgery and finally recovery.
 - ii. Generate patient referrals through the multimedia campaign.

3. **Multiple Platforms.** How did the campaign use each of the following platforms?
 - i. On-air:
 - i. WSMV-TV produced a thirty-minute informational special titled "For A Life Uninterrupted", the program aired in prime time at 7pm on September 8, 2014. The goal of the show was to illustrate the leadership of Saint Thomas Joint Replacement Institute as a leader in the field and the commitment to deliver exceptional care. The program touched on the community outreach through educational seminars, surgical and non-surgical treatment options, unique and cutting-edge procedures, the creation of a "hospital within a hospital" dedicated solely to joint replacement. The story was told through the voice of doctors, nurses, therapists, patients, and their families.
 - ii. WSMV-TV Single Sponsor Newscast - On September 8, 2014 Saint Thomas Health was the sole advertiser in the 6:30pm newscast with limited commercial interruptions. The newscast featured two ninety second commercials focusing on Saint Thomas Health as well as sponsorship billboards.
 - iii. Integrated segment in WSMV-TV's Channel 4 News & More at Midday. A three-minute segment in WSMV-TV's midday news and information program highlighted Dr. William Kurtz, one of the key surgeons from Saint Thomas Joint Replacement Institute.
 - iv. Promotional spots. WSMV-TV ran a schedule of :15 promos that encouraged people to watch the thirty-minute special.

- v. Weather Snipes - Schedule of snipes with logo and text appeared during weather reports inside the news; banners reminded viewers about the special and gave additional frequency to the promo schedule.
- ii. Online:
 - i. Home page takeover of wsmv.com on September 9, 2014 to promote broadcast of "For A Life Uninterrupted" special on WSMV-TV.
 - ii. ROS impressions on wsmv.com desktop to promote special one week out - total of 150,000 impressions
 - iii. Countdown clock on homepage wsmv.com prior to airing of "For A Life Uninterrupted" special. -100% share of voice fixed position for one week.
 - iii. Mobile:
 - i. ROS impressions WSMV mobile site and mobile apps to promote special one week out.- total of 150,000 impressions.
 - ii. Live stream of September 8 newscast on mobile app
4. **Revenue.** Did this campaign bring new or incremental dollars to the station?
- i. This campaign brought \$28,185 in incremental dollars to the station.
5. **Results.** Describe the quantifiable or measurable results of the campaign. Can this campaign be scaled to other markets?
- i. The special edition of Channel 4 News at 6:30 with limited commercial interruptions and featuring only creative from Saint Thomas Health achieved an 11.9 rating and the presentation of "For a Life Uninterrupted" achieved a 6 rating at 7:00pm
 - ii. Saint Thomas Health set up a phone bank for viewers to call in during program staffed by doctors and therapists. Call volume was overwhelming and additional members from the Saint Thomas team had to step in and field calls from viewers.
 - iii. Saint Thomas Health was so pleased with the outcome of the campaign it was repeated in April of 2015 with all elements including newscast takeover and a repeat of "For a Life Uninterrupted" in prime time.
 - iv. This program can be scaled to other markets depending on station resources.
6. **Tell Us More.** What else is there to know?
- Much of the success of "A life Uninterrupted" can be attributed to WSMV's ability to work creatively using the resources and tools we already had on hand. Our production team does not normally work on long-form pieces but was able to create a 30-minute show that St. Thomas loved and will now repurpose for other uses as well. The news takeover gave St. Thomas a unique way to set itself apart from other advertisers in a way that viewers are unaccustomed to seeing. WSMV used all promotional platforms at our disposal - traditional spots, digital and integration to make this one fluid and seamless campaign for St. Thomas.