

A collection of medical supplies including a white bottle, a red cap, a white bandage, a brown bandage, and a blister pack of green pills, all on a light blue background.

## Case Study

### The Challenge

The company had plans to expand its centers into several new markets.

### Our Solution

Our media outreach aimed to secure coverage (bylined articles, editorials, etc.) in new markets, both before and after new centers were opened, with story pitches on seasonal conditions, general illness and injury information and urgent care industry education topics.

### Client Takeaways

By the end of the year, WordWrite tripled the company's earned media figures, amounting to 1,980 media hits across 40 media markets.

# Major Healthcare Provider Seeks Support for Multistate Media Campaign

There is more to drawing attention to a new business than just flicking on the lights and putting out a "grand opening" sign, even for a company with hundreds of millions of dollars in annual revenue.

The business was preparing for a period of accelerated growth. With the desire to enter its new markets by focusing on its genuine, caring and friendly interactions with patients and communities, the urgent care provider turned to WordWrite to raise awareness and successfully engage with news media.

## An Organized Approach

Our strategic media relations campaign was centered on three goals:

- Complementing and enhancing the new center openings.
- Positioning their staff as experts in non-emergent care and seasonal conditions.
- Achieving more media hits in more markets by identifying and engaging news outlets at a high rate.

Our media outreach aimed to secure coverage (bylined articles, editorials, etc.) in new markets, both before and after new centers were opened, with story pitches on seasonal conditions, general illness and injury information and urgent care industry education topics. Outreach would begin four to eight weeks before the opening of a new center and continue 10 to 12 weeks after to keep conversations going with local media in the market. The company's previous strategies focused strictly on openings, with no real method for follow-ups.



In executing the strategy, we collaborated to brainstorm timely consumer health topics before each new quarter (for example, tick/Lyme disease stories in August and flu season stories in December). These topics were organized into an editorial calendar that outlined which story would be pitched to which media outlet on a weekly basis. We also created master media lists organized by state to facilitate easy communication with a market's various news outlets.

The pitches were not sent in a generic, systematic approach, however. Our staff personalized communications, developing relationships with reporters to the point that they soon began to reach out to us, seeking to include the business as a source in their stories.

## Results

By the end of the year, we had tripled the company's earned media figures, securing 60 placements regarding new locations across 40 markets — 46 of 50 locations — including six national stories. Overall, we produced 1,980 total media hits.

The success came through a blend of relevant topics, media relations expertise and organization. Most of all, they had an authentic story, one that new markets were excited to hear and we were pleased to help share.

CONTACT US

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