

MAILER:

Concentra

OBJECTIVE:

Concentra faced the challenge of increasing brand awareness and informing local residents within the neighboring communities of the healthcare services provided as well as positioning itself as the ideal solution for a variety of urgent care needs.

SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign reaching women within the client's select age and income ranges in a 3 mile radius of various Concentra locations throughout the US. The campaign was designed to inform individuals and families of the affordable care and walk-in treatments for common ailments such as cough, colds, flu, minor cuts, sprains and bruises, preventative care including vaccinations, as well as to present a coupon for individuals who are not currently covered by a health insurance plan. The centers also offer occupational medicine, physical therapy, primary care and wellness programs. The campaign was delivered regionally with careful consideration to accessibility for local communities. eTargetMedia selected key family, health and ailment files to reach prospects with whom the campaign would resonate, including American Families Online, Ailments and Health Conditions and Active Moms.

OUTCOME:

The email marketing campaign resulted in phenomenal click-through rates and strong redemption of the coupon presented as the primary call to action. The client initiated the program with a test campaign and due to the tremendous success rates rolled out nationally with ongoing campaigns that eTargetMedia delivers and tracks for individualized Concentra locations throughout the US.



Ashley's personality had become a little too infectious. Now, she's at Concentra Urgent Care.

Get well soon(er).

Concentra
Urgent Care

Concentra Urgent Care Visit \$10 OFF

Life interrupted? Concentra Urgent Care gets you back on your feet fast. It's medical treatment that gives you the convenience you need without sacrificing the quality you deserve.

We provide affordable walk-in care for a wide range of non-life-threatening illnesses and injuries.

We treat:

- Cough, cold, and flu
- Sore throats and sinus infections
- Minor cuts and scratches
- Sprains, strains, and broken bones
- Ear and eye infections

We also provide:

- Vaccinations
- Physicals
- Physical therapy
- X-rays and lab facilities*

Not paying with insurance? Download our coupon and save on your next urgent care visit.

Visit our **Lewisville** web page for hours and directions.

Get well soon(er).

Concentra
urgent care

*Most insurance accepted. Open extended weekday, weekend, and holiday hours in many locations.

Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com