

## MAILER:

Florida Hospital

## OBJECTIVE:

Florida Hospital faced the challenge of introducing the hospital to new residents in targeted counties as well as promoting the hospital as the leading choice for medical and healthcare services in Central Florida.

## SOLUTION:

eTargetMedia planned and executed a strategic email marketing campaign that reached new movers to Orange, Osceola, and Seminole County who would need help locating doctors in their new city. Those counties were geo-targeted because of their convenience to Florida Hospital's 10 locations in the greater Orlando area. The creative was designed to promote Florida Hospital as the leading hospital and healthcare network in the Orlando area. A strong call to action led email recipients to a Find Your Doctor landing page which would help residents easily find a new doctor.

## OUTCOME:

Florida Hospital has signed up for an annual campaign promotion that includes an initial email campaign each month followed by a follow up campaign to the non-openers. This has proven to be a very effective online marketing strategy that has resulted in a significant boost in terms of overall response.



**Someday**  
YOU WILL FEEL LIKE A LOCAL.

**Someday Starts Today**  
Welcome to the Neighborhood!  
We know that after a move, you can spend a lot of time trying to FIND things -- your kitchen utensils, that one box that was in the garage, your new post office. The world-class Florida Hospital Care Network can make one thing easy: finding the most convenient high-quality healthcare in your new neighborhood!

**Find a Physician**  
At YourNewDoctor.com, you can search by location, symptoms, availability, specialty or treatments to find the doctor that's right for you and your family. Then, book an appointment with our online scheduling tool that's available to you 24/7.

**FIND YOUR DOCTOR**

(407) 630-8456 | YourNewDoctor.com  
Se Habla Español | TuNuevoDoctor.com

The Florida Hospital Care Network encompasses a full range of seamlessly connected healthcare services for all ages. These services include:

- 10 Hospitals in the greater Orlando area, including two premier specialty hospitals for women and children
- 24 Centra Care (urgent care) and two Kids Urgent Care locations
- 23 Sports-medicine and rehab facilities
- 10 Emergency rooms providing round-the-clock, life-saving care
- 22 FRI Diagnostic Imaging and Florida Hospital medical imaging centers
- Florida Hospital eCare -- giving you virtual access to an urgent-care doctor on your phone or tablet via the eCare app.

This comprehensive network, with hundreds of access points, ensures that you and your family receive world-class medical care when and where you need it.

**BEST REGIONAL HOSPITALS**  
USNews  
ORLANDO  
BEST HOSPITAL

Florida Hospital was chosen again as the #1 hospital in Central Florida by U.S. News & World Report.

Member of **Adventist HEALTH SYSTEM**

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