

## MAILER:

Moffitt Cancer Center

## OBJECTIVE:

Moffitt Cancer Center faced the challenge of promoting their mammogram services and increasing mammogram appointments.

## SOLUTION:

Moffitt Cancer Center, a highly ranked and award winning cancer facility, wanted to reach women at the age when a mammogram appointment could save their lives by catching cancer at early stages of development. eTargetMedia developed a targeted email marketing campaign that selected women between the ages of 40 to 65 years old with household incomes over \$75k per year who live in the Tampa DMA where Moffitt Cancer Center is located. Despite public health efforts, many patients delay mammogram screenings due to fear, misinformation, or lack of awareness. To address this, the email campaign focused on building trust, reducing fear, and simplifying the scheduling process. The email creative stressed the importance of getting an annual mammogram which included a personalized risk assessment for each patient as well as highlighting all of the benefits of getting the mammogram at the Moffitt Cancer Center.

## OUTCOME:

The campaign delivered high open and click through rates, helped to increase awareness about Moffitt Cancer Center's mammogram services and increased mammogram appointments during the campaign.



A 30-Minute Mammogram Could Save Your Life

Screening mammograms are recommended every year for all women starting at age 40, they are covered 100% as preventive care by most insurance providers.

A Moffitt mammogram includes a personalized risk assessment for each patient who receives their annual mammogram at one of our screening locations in Tampa.

[Schedule Your Mammogram Today](#)

### Why choose a Moffitt Mammogram?

- Expert Review:** Your mammogram is interpreted by a breast imaging specialist with extensive experience, because accuracy matters.
- Personalized Assessment:** You'll receive a breast cancer risk evaluation to help you stay one step ahead of your health.
- Advanced Imaging for Dense Breasts:** We use the latest technology to provide the clearest images, especially important if you have dense breast tissue.
- Comfort & Convenience:** Our calming, private suites are designed with your comfort in mind, and we're close by, with locations in [North Tampa](#), [South Tampa](#), and [Ruskin \(SouthShore\)](#). The appointment can be completed in less than 30 minutes.
- Peace of Mind:** Whether you're at average or high risk, feel confident knowing your mammogram is in the expert hands.



1-888-763-3481

[Moffitt.org](http://Moffitt.org)



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