

CASE STUDY

CLIENT: Lincoln Park Institute for Oral & Cosmetic Surgery
WEB SITE: www.lpinstitute.com
ENGAGEMENT: December 2004 – Present (summer '07)



BACKGROUND

Oral and Maxillofacial surgeons Marvin Green, D.D.S., and David H. Hanson, D.D.S., M.D., opened The Lincoln Park Institute for Oral & Cosmetic Surgery in a newly built-out 6,000 square-foot facility in January 2005. The Institute features a medi-spa, several fully equipped surgical suites, and Chicago's first i-CAT 3-D digital imaging device.

PROBLEM

While the doctors planned to see existing clientele at the new location, The Institute was essentially a new business with many new offerings and challenges. The new business had a medi-spa, greater emphasis on cosmetic surgery, Chicago's first i-CAT, and a desire to create a separate imaging business. All the while, The Institute's core business – oral surgery – needed to be maintained and grown.

SOLUTION

SHERMAN communications and marketing created a strategic marketing communications and public relations plan to help The Institute better understand its competitors, referring dentists, existing and prospective patients, and a broad array of challenges and opportunities. The plan also outlined a brand identity, key messages, objectives and a comprehensive list of strategies and tactics – providing creative recommendations for everything from patient relations to collateral materials to Web initiatives to media relations to a proactive dentist relations program.

The ongoing work that followed included:

- Approaching reporters and editors with stories highlighting The Institute's comprehensive array of offerings, medical expertise, patient-friendly and state-of-the-art facility, and new procedures.
- Securing positive coverage about the doctors' accomplishments and new certifications in newsletters written for professional medical associations and area hospitals.
- Positioning the doctors as expert resources on oral surgery and practice management to general dentists – their key source of referrals.
- Assisting with employee morale, communications and evaluations, including developing a standard form to assist with employee performance reviews.
- Fully leveraging The Institute's prestigious JCAHO accreditation (earned Summer 2006).
- Reviewing and advising on print, broadcast and interactive advertising opportunities.
- Writing, editing, negotiating and placing several advertisements.
- Creating a variety of high-end collateral materials to showcase the practice, its offerings and the doctors' expertise and patient-focused approach.
- Initiating mutually beneficial partnerships with a variety of organizations – from Children's Memorial Hospital to the Lincoln Park Chamber of Commerce.
- Developing a strategic plan, logo, tag line, positioning statement, procedures, brochure and Web site for the doctors' separate imaging business, Chicago Maxillofacial Imaging: www.superiorimaging.org.
- Providing ongoing counsel on a wide variety of issues, opportunities and challenges.



RESULTS (past and present)

- Have secured positive coverage in a wide variety of media, including:
 - Cover story and six pages of photos and editorial in the June issue of *Dental Practice Report* (a national publication with a circulation of 100,000+).
 - Feature stories in several local newspapers, such as Chicago Sun Times, Pioneer Press, Inside Lincoln Park, Skyline Newspaper, La Raza and others.
 - Dr. Greene serving as the “For Your Business” columnist for the Chicago Dental Society *CDS Review* magazine. Began in early '06 and continues today. Each full-page article features Dr. Greene’s photo, Web address and phone number. The CDS Review reaches all dentists in the Chicagoland area, with total circulation of 8,150.
 - Bylined articles written to help with practice and patient management in the *CDS Review* (in addition to Dr. Greene’s column), *Chicago Health Magazine*, and several national publications including: *American Dental Association (ADA) News*, *Dental Economics* and *Dental Practice Report*.
 - Feature story on Dr. Hanson and motorcycle safety in *Road Runner Motorcycle Cruising & Touring* (largest-circulation publication of its kind with 160,000+ readers).
 - Multiple TV interviews/stories on Univision (the most watched Latino TV network) and CBS.
 - Articles in nearly 10 trade magazines and newsletters announcing The Institute achieving JCAHO accreditation, which reached the doctors’ peers and other dentists.
- Improve advertising efficiency by saving The Institute money by screening and not running ads in unnecessary, ineffective and/or under-performing advertising vehicles, and increase effectiveness of ads we did run by editing existing and developing new copy.
- Produced a four-color, eight-page brochure, three inserts and custom folder which help to differentiate and distinguish The Institute and Drs. Greene and Hanson with patients, dentists and other sources of referrals. These high-end collateral pieces also help to educate and instill confidence in The Institute with these audiences.
- Greatly improved The Institute’s existing Web site in all respects (work in progress). Oversee search engine marketing and optimization of the site, which is producing first-page/top-10 search results/rankings in Google, Yahoo! and MSN search engines...and many more incoming leads.
- Yield increased goodwill and referrals from dentists through outreach and education programs.
- Overall: generate more business, stronger relationship and goodwill with community groups and sources of referrals, and further strengthen The Institute’s brand equity.

“It is without reservation that I recommend Jason and his company to address all of your marketing needs. I can say this without knowing what your needs are as Jason will learn about your business, your personality and desires, and work to fulfill the goals that he will help you lay out in your Plan.”

I was initially concerned that Jason would not grasp our very specialized area of expertise, but Jason proved himself to be diligent in his pursuit of our success. He is easy to work with and often thinks ‘outside of the box,’ to get your message to the people that matter. My business partner and I sometimes don’t see things in the same light, and Jason helped put things in perspective for us both to find the common ground so things will work.

We have now been in local, regional and national trade and consumer media as well as on major network and Latino news thanks to Jason’s efforts. From creating our voice-on-hold script to developing a head-turning collateral campaign to helping us build our referral network, Jason has helped our practice fire on all cylinders. I am happy to provide specifics about our working with Jason. I think Jason could help almost any business, be it big or small, to reach the next level (or two!).”

David H. Hanson, D.D.S., M.D., co-founder, Lincoln Park Institute for Oral & Cosmetic Surgery

