

# An emergency room's use of direct mail to overcome lack of visibility to local residents and promote awareness of services.

## PROBLEM

**Location:** Two of Swedish Medical Center's emergency rooms have a unique challenge that hinders neighboring residents from knowing exactly where the ER is located. In Ballard, the ER is in a dense area but sits just off the main thoroughfare on a road that is not travelled frequently. Local residents may drive within 1/8 mile of the property, but have never been on this particular block or seen the front entrance to the ER. In Issaquah, the ER is located right off a major highway, but because of restrictive signage codes, it is difficult to see any signage indicating that the facility includes an emergency room.

**Difficulty in promoting ER services:** Consumers often choose which ER to visit without advance planning or the assistance of a referring physician. They are usually in a stressful situation with an urgent need, and may not have visited an ER location before.

**Boring junk mail:** When direct mail is not relevant to a consumer, it is likely to be thrown away without being read. Mail that is text heavy, is not personalized, or is irrelevant to the reader, is considered boring and usually ignored.

## SOLUTION

**Personalized map:** To overcome the obstacle of having ERs in areas where local residents may not be aware of them, it was decided to use personalized maps. While describing a location using words may be useful, the personalized map bridges the gap between not knowing the exact location, but being familiar with the general area.

Instead of using a static locator map, which are often times cartoon-like images not drawn to scale, more relevant personalized maps were created. These maps indicated each resident's home, the closest Swedish Health Services ER, and a highlighted driving route between the two locations.

*“By providing the consumer with a personalized map, the suggestion is made that this particular ER is the obvious choice – a presumptive close.”*

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Rich Voslow  
Variable Maps

**Pre-made decision:** By providing the consumer with a personalized map, it appears that the planning is done, and that the decision to use this particular ER is complete. So sure is the decision, that there's even a driving route drawn out for them.

Consumers were encouraged to place one of the included personalized maps in their glove box or on their refrigerator, and give another to their babysitter. By having these maps readily available, they would have clear guidance during an otherwise urgent or stressful situation.

**Long-lasting message:** Direct mail was selected for this campaign because of its ability to precisely target households within the service areas of the ERs, and provide a leave-behind piece of collateral that the consumer could hold on to. The direct mail piece featured an envelope with two large windows, enabling the consumer to see the information personalized to them. Inside, the mailer contained four perforated, personalized maps so the consumer could quickly detach and keep them.

## CONCLUSION

Hospitals are complex, competitive, high-stakes organizations that need the support of effective marketing. The emergency room is especially challenging to promote because a perception exists that all ERs offer the same services, and the decision is often quickly made by a consumer who is under stress. Additionally, many ERs are located in dense urban areas with restrictive signage laws.

Swedish Medical Center was able to effectively overcome these marketing challenges using direct mail with maps highlighting the driving route from a consumer's home to their closest ER.



To view a gallery of samples from this campaign, please visit [VariableMaps.com/Swedish](https://VariableMaps.com/Swedish)

### Client

Swedish Medical Center  
swedish.org

### Creative

Worker Bees  
workerbees.com

### Maps & Production

DirectConnectGroup West  
dcgwest.com

# Swedish Medical Center Case Study

## PRODUCTION AND PRICING NOTES

### Print Production and Mailing Services: Letter and Envelope Packages

#### Letter

Size: 11" X 17" flat (folds to 8-1/2" X 5-1/2")  
Stock: 100# text, dull finish, No. 1 Premium, 96 Brightness, 10% PCW recycled fiber, FSC-certified  
Ink: Full color on both sides (4/4 CMYK)  
Data: Client provided, standard data processing

#### Envelope

Size: 6" X 9"  
Stock: 80# Text, dull finish, No. 1 Premium, 96 Brightness, 10% PCW recycled fiber, FSC-certified  
Windows: 3 custom sized windows

### Mailing Services

Mail: Sort for USPS requirements, Presort Standard, deliver to Post Office, postage included in costs below

### Costs

5,000 (minimum)	\$3.21 each
10,000	\$2.41 each
Over 25,000	\$2.05 each

\*Costs include print production, lettershop services, custom map images and postage.

### Data

The cost of data is not included in our prices. Variable Maps can consult on the purchase of non-member mailing lists. Usually, this data costs between .02¢ (resident only) and .14¢ (geography and demographic selects) each record.

## ADDITIONAL SERVICES AVAILABLE

### Campaign Strategy

Development of overall strategy for campaign including:

- Campaign Goals
- Target Audience
- Segmentation
- Messaging
- Format/Channel
- Timing/Frequency

### Creative

Design, copywriting, production, and programming of:

- Direct Mail
- HTML Emails
- PURL Landing Page

### Personalized Landing Pages (PURLS)

Creation of unique landing pages for each direct mail and email recipient, including:

- Unique PURLs for each record
- Dashboard development, hosting and management
- File uploads and processing
- Reporting and analysis

## **CLIENT**

### **Swedish Medical Center**

Seattle, WA

## **PRODUCTION TEAM**

### **DirectConnectGroup West**

Including McCallum Print Group, Variable Maps and Connect Services West

4700 9th Ave NW

Seattle, WA 98116

(800) 676-6716

dcgwest.com

DirectConnectGroup West offers turnkey commercial printing and direct mail services that enable you to reach your customers with targeted communications to drive demand and profits. Located in Seattle, our solutions simplify the sales and marketing process, helping marketing teams to become more productive.

### **Rich Voslow, Project Manager**

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