CASE STUDY

INDUSTRY: RURAL HEALTHCARE
PROJECT TYPE: PAID SOCIAL MARKETING

frances mahon deaconess hospital

HOW CAN PAID SOCIAL HELP A RURAL HOSPITAL PROMOTE SPECIALTY CARE AND KEEP MORE PATIENTS CLOSE TO HOME?

For rural hospitals, offering specialty care is only part of the challenge. Patients also need to know those services exist and feel confident seeking care locally.

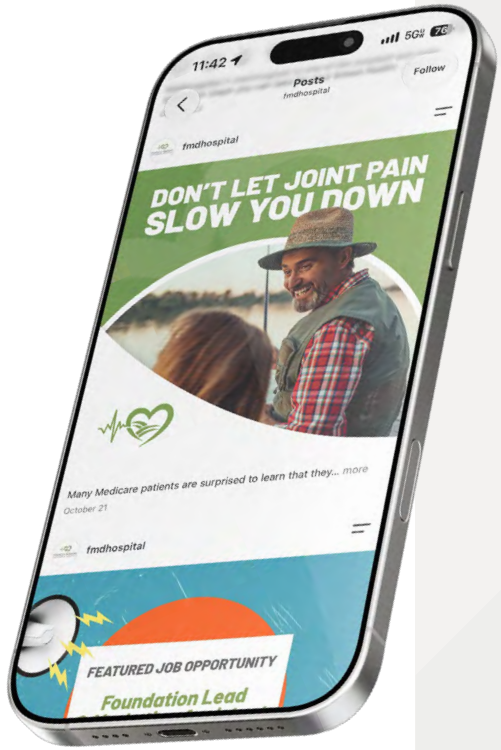
For Frances Mahon Deaconess Hospital (FMDH), Kinetic Marketing & Creative developed an orthopedic marketing campaign focused on a simple but important message: quality joint care available close to home.

Over 92 days and a $4,500 media budget, the Facebook campaign reached 14,164 people across Northeast Montana, generating 372,109 impressions, 3,278 clicks and 22 tracked calls.

THE OPPORTUNITY: MAKE LOCAL SPECIALTY CARE VISIBLE

Patient leakage can begin before a patient ever schedules an appointment. If people don't know specialty care is available locally, they may assume traveling to a larger market is their only option.

FMDH needed to increase awareness of its orthopedic services across Northeast Montana, particularly among active adults ages 45–75, including farmers, ranchers and blue-collar workers whose joint pain could interfere with work, mobility and everyday independence. The opportunity was to position FMDH as a trusted local option for orthopedic care.



RESULTS AT A GLANCE

VISIBILITY

14,164
PEOPLE REACHED

372,109
IMPRESSIONS ACROSS NORTHEAST MONTANA

ENGAGEMENT

3,278
TOTAL CLICKS

0.88%
CLICK-THROUGH RATE, EXCEEDING THE 0.83% HEALTHCARE BENCHMARK

ACTION

22
TRACKED CALLS

Consistent visibility across three months, averaging about two impressions per person each week.

THE STRATEGY: CONNECT LOCAL CARE TO EVERYDAY LIFE

Kinetic developed a three-month Facebook campaign focused on mobility, quality of life and access to orthopedic care close to home. Rather than leading with surgical procedures, messaging emphasized the everyday activities and independence that orthopedic care could help patients maintain or regain.

Paid media used geographic, demographic and interest-based targeting to reach people within the hospital's service area, introducing FMDH's orthopedic capabilities and reinforcing awareness with consistent frequency throughout the campaign.

Creative paired patient-centered messaging with direct calls to action, encouraging audiences to learn more, call FMDH or schedule a consultation.

The paid social effort also complemented a three-part direct mail series introducing FMDH's orthopedic surgeons, explaining available treatment options and encouraging consultations.

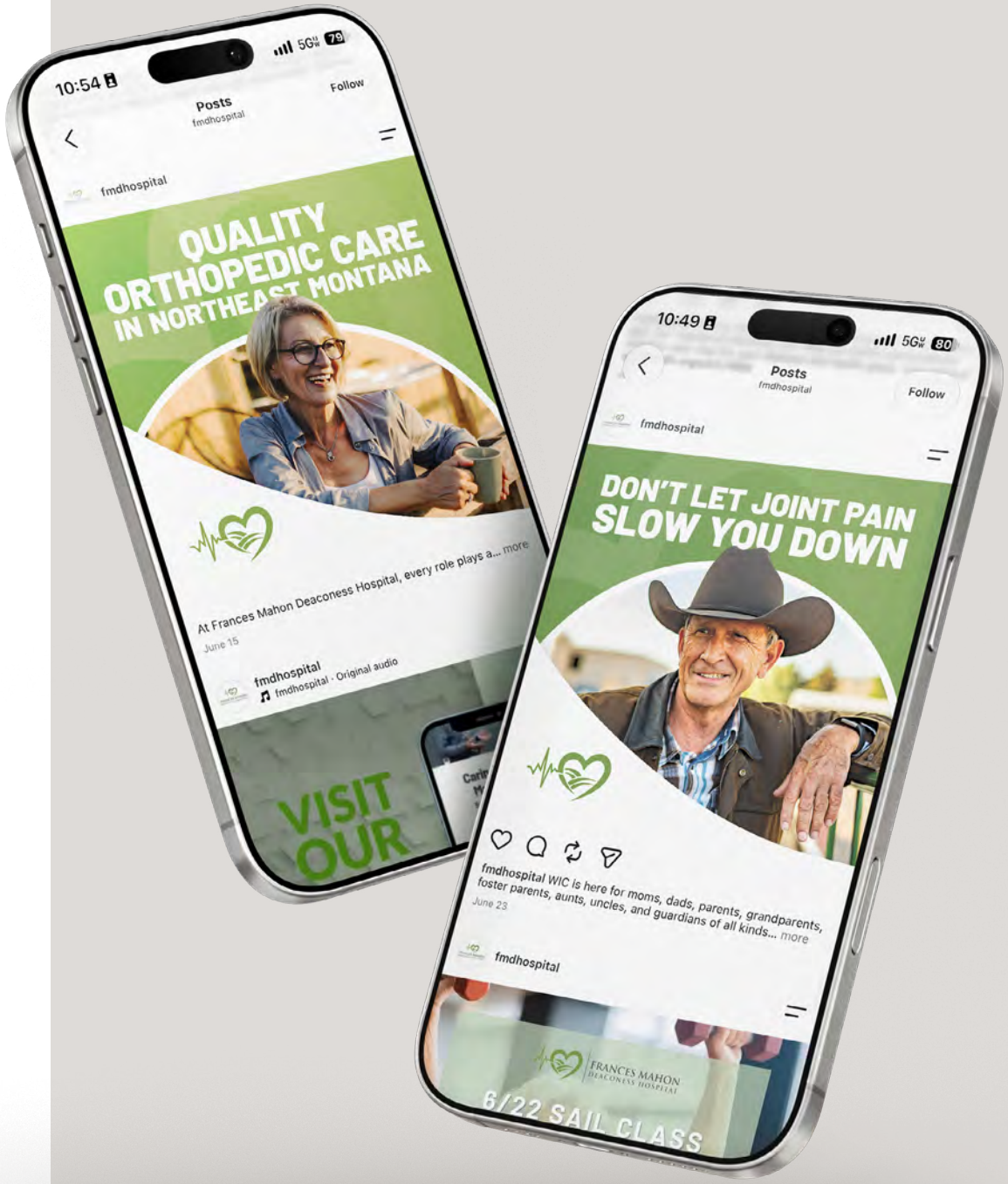
DIFFERENT MESSAGES DROVE DIFFERENT RESULTS

Creative testing provided another important takeaway: different messages motivated different types of engagement. The **"Schedule a Consultation"** ad paired a direct call to action with the message that quality orthopedic care was available in Northeast Montana. It generated the campaign's greatest overall volume with:

- 91,003 impressions
- 998 clicks
- 1.10% CTR
- Six tracked calls

Meanwhile, **"Don't Let Joint Pain Slow You Down"** achieved the highest individual CTR at **1.44%**, generating 290 clicks and three tracked calls from 20,128 impressions.

These findings reinforced the value of combining direct, action-oriented messaging with creative that speaks to patients' everyday concerns, providing useful direction for future orthopedic campaigns.



REACHING PATIENTS AND THE PEOPLE WHO INFLUENCE THEM

Adults 65 and older accounted for nearly half of all campaign clicks, generating **1,607 clicks, or 49% of total engagement.** Women generated approximately **64% of campaign clicks,** compared with about 35% from men.

These engagement patterns provided useful direction for future audience targeting and messaging, particularly when considering both prospective patients and the family members who may influence healthcare decisions. While the data doesn't establish who ultimately scheduled appointments, it helps identify the audiences most engaged with the campaign.

LOCAL CARE, MEASURABLE RESPONSE

In three months and on a $4,500 media budget, FMDH's orthopedic campaign reached 14,164 people across Northeast Montana, outperformed the healthcare click-through benchmark and generated 22 tracked calls to the hospital. Just as important, it showed which messages and audiences responded, giving FMDH a proven playbook for promoting specialty care going forward.

For rural hospitals, the services that keep patients close to home only work if the community knows they exist. Kinetic helps hospitals put service lines in front of the right people, measure the response and refine what works.

Ready to make your specialty care more visible?
Contact Kinetic at 406.534.2140 or info@kineticmc.com.

