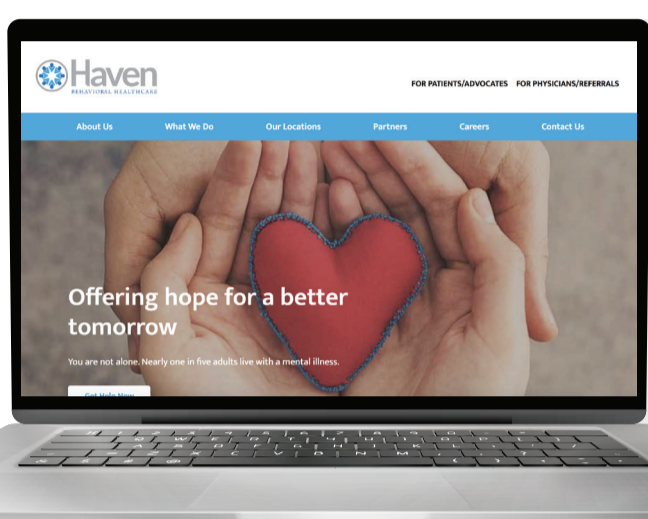


HAVEN BEHAVIORAL HEALTHCARE

operates **NINE** acute-care psychiatric hospitals across the United States that offer a full continuum of care for anyone dealing with mental health and substance abuse issues, from young adults to seniors.

MIKE MCCULLA
SVP BUSINESS DEVELOPMENT

“MediaTree Advertising was instrumental in creating a digital strategy that forged a much needed digital footprint in the market and generated admissions that could be directly linked to patient engagement in the strategy, as evidenced by an increase in patient admissions by 30%.”



EXECUTIVE SUMMARY

“MediaTree’s services were retained when it became evident that Haven’s hospital network website was little more than a placeholder in the markets that it served. It was obvious that our competitors’ websites and digital strategies were far superior when it came to winning over referral sources and patients to their brand. MediaTree’s strategy was different from that of other agencies we considered. Instead of focusing on creating fancy websites with all the bells and whistles, MediaTree promised to ensure that the backend of our websites were tuned properly for SEO and to develop a digital strategy and messaging plan that would improve the reputations of our hospitals with **systematic measurable solutions**.”

MIKE MCCULLA
SVP BUSINESS DEVELOPMENT

The results were amazing, seeing that within just one year, every Haven hospital was either the first or second listing within applicable market searches. Additionally, MediaTree was able to integrate Haven’s intake system with the digital strategy to provide reliable data that supported our marketing spend to patient acquisition (ROI).”

THE RESULTS

THE CHALLENGES



MediaTree inherited websites that looked nice on the surface, but in reality needed much simpler navigation and more thoughtful attention to keyword use. What’s more, social media and reputation management were considered of little to no importance by hospital higher-ups and were consequently left to anyone willing to do the bare minimum in order to manage them. As such, these assets provided little to no meaningful contribution to the brand narrative and the websites’ traffic.



In addition, Haven was spending excessive dollars each month on the creation of brochures and other flashy collateral for field-level marketing use. The costs were excessive for two reasons: firstly, because Haven’s prior design vendors were unable to complete projects in a timely and efficient manner, and secondly, because the shelf life of the new marketing collateral only lasted about 1 month before the messaging of each piece became stale. Even well-funded budgets can’t keep up with the constant creation of new brochures each month.

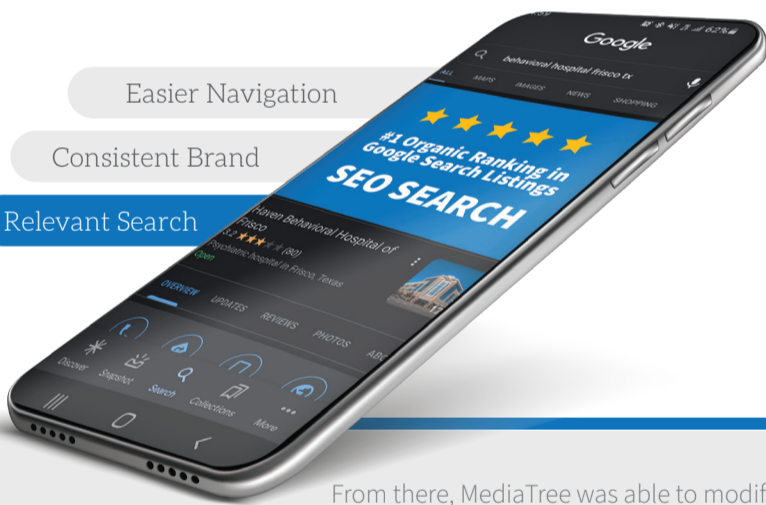


LASTLY, HAVEN’S BUSINESS DEVELOPMENT STRATEGY WAS IN DIRE NEED OF A SOLUTION THAT WOULD UNIFY ITS MESSAGING IN THE FIELD AND ONLINE IN ORDER TO BETTER SUPPORT THE HAVEN BRAND AND MAKE ITS MANY WEBSITES WORK HARDER TO INCREASE ADMISSIONS IN SPADES.

Easier Navigation

Consistent Brand

Relevant Search



THE SOLUTION

First, MediaTree made everything trackable, quickly drawing attention to glaring deficiencies across the board. From the intake processes and the websites’ messaging, to the overall lack of synergy across all of the hospitals’ assets, MediaTree recognized that what Haven really needed was a reset button.

From there, MediaTree was able to modify the intake process by adding additional tracking and scripting, as well as to simplify and optimize Haven’s messaging by implementing relevant keywords that would drastically improve Haven’s organic search results. MediaTree also prioritized the creation of several lead-capturing landing pages and the radical improvement of each website’s user experience—making it much easier for Haven’s ideal patients to find and navigate their treatment.

Simultaneously, MediaTree assisted each hospital in the development of a 90-day communication plan, a process that soon became an ongoing, bi-monthly exercise that allowed each hospital’s management team to identify which topics they wanted to communicate to their market, how they wanted that message communicated (articles, videos, events, press releases, etc.), and exactly when they wanted each message to go out. Both the planning and the execution of said content was a joint effort between the hospital(s) and MediaTree, allowing the hospital teams to become more familiar with the processes overtime and eventually execute the plans with minimal agency support.

90 DAY COMMUNICATION PLAN

MIKE MCCULLA
SVP BUSINESS DEVELOPMENT

“The solution for creating more efficiencies with the marketing collateral was brilliant!”

By repurposing the content used in the communication plan via nicely formatted flyers, MediaTree was able to assist the field staff in redistributing this content to its maximum potential, significantly reducing the costs of producing expensive marketing collateral each month and, more importantly, aligning the messaging of the websites, the field, and all social media pages across the board.

THE RESULTS

If you ask us, the results speak for themselves. Take a look at some of the many accomplishments we are proud to have played a part in at Haven.

1ST

to truly market a psychiatric hospital. Or at least to do it well.

30%

Increase in patient admissions

Achieved a 50%

reduction in marketing-related costs while increasing top-line revenue.

Improved search rankings by 100%

Organic search results were among the top 3 for every single location and still are today.

DEVELOPED

Developed a HIPPA-compliant, performance-based compensation plan.

RESULT

MediaTree was able to update and optimize campaigns daily based on hospital occupancy, resulting in surgical ad spends. In other words, every dollar had a clear purpose that was tracked in real time.

LEAD

reports that were matched to subsequent admissions, attracting the attention of the hospital’s investors and management team and demonstrating the strategy’s overall value.

ALIGNED

communication between management and marketing teams, allowing for unified branding and messaging overall.

WEEKLY

content and sales direction to share with referral sources.