



Taylor Marketing Works

Case Study #3:

Building a Service Line from the Ground Up | Memorial Hermann Memorial City Hospital

Problem:

Memorial Hermann Memorial City Hospital desired to build a new service line in bariatrics from the ground up. I was recruited to launch the initiative and to implement the very first comprehensive, multi-disciplinary bariatric program in Houston for the largest non-profit hospital system in Texas. In addition to creating the service line, achieving the designation of a Bariatric Center of Excellence by the SRC was expected.

Action:

Working closely with the Chief Medical Officer with additional reporting to CEO, COO and CNO, I began to implement marketing and growth strategies for the program. A specific office was established and the marketing team supported my efforts by providing opportunities within the organization to publish patient success stories, providing conference rooms for support groups, and even allowed me to launch a marketing campaign centered around a live surgery event which was broadcast via the Internet. I wrote and produced patient education materials, brochures, newsletters, and other articles in support of the service line, and managed new patient seminars and support group meetings.

Result:

- Adhered to all criteria to meet qualifications for Bariatric Center of Excellence designation
- Received COE designation within allocated timeframe
- Led patient support groups on-site, with average attendance of 70 patients per meeting
- Held bi-weekly pre-operative educational seminars with consistent attendance of 80+ prospects each
- Increased hospital ancillary revenues by over 30%
- Grew ~60 surgical cases annually to 300+ surgical cases annually