

# Its Demise Was Exaggerated: Radio Advertising Is Still Effective

by Nora Caley

LA GRANGE, IL—As more people turn to the Internet and to handheld devices for information and entertainment, does that mean no one is listening to radio? Is the medium no longer a viable tactic for advertising?

Not necessarily, says healthcare marketing experts. Radio, like other traditional outlets such as print and television, has had its challenges. Radio is not only still viable as an advertising medium, but now it's more measureable than ever, thanks to new technology.

According to Arbitron, Inc., the Columbia, Maryland-based marketing and research firm that measures radio audiences, over a typical week, more than 214 million persons age 12 and older tune to a radio station, compared to 210 millions listeners a year ago.

Mike Lynn, Director of Integrated Media, SPM Marketing & Communications in La Grange, Illinois, recently co-wrote a paper, "Is the Sky Really Falling on Traditional Media?" He says radio will not only survive but evolve with new technology.

"We are not worried about the medium," he says. "Radio still represents a good portion of time. It's a strong medium in terms of time spent listening."

That's especially true, he says, of baby boomers, an important target market for healthcare advertising. "They are still very heavy radio listeners," he says. "When you talk about MP3 players and iPods, those skew heavily to a younger audience."

Radio has a creative feature that helps it remain relevant. "Radio plays on the imagination," he explains. "It allows me to bring my own personal experiences and fears to it, unlike television, which says, 'This is the picture.'"

The demise of radio sounds familiar, he says. "Cable was going to

kill broadcast TV, and then the Internet was supposed to kill TV," he says. "The gist of our paper was that none of these media are dying."

## Washington Hospital Center Reaches Commuters

Susan E. Dubuque, President of the Richmond, Virginia-based marketing firm Neathawk Dubuque & Packett, agrees that radio is still an important part of a media strategy. "We have used radio with incredible success, even in huge markets," she says. "The good thing about radio is with the

The company has been rolling out PPMs in various markets since 2007, and is still adding markets.

"It's more scientific now, and truly measurable," Dubuque says. "The ability to target is just wonderful, as is the ability to measure who you are reaching and how often." That's especially important now, she says, as return on investment becomes even more of a factor in media decisions. Radio ads can direct healthcare consumers to visit the healthcare system's web site to take an online quiz, schedule an appointment, or

sign up for a class. Those visits are easy to quantify.

Julie Stanish, Director of Marketing Communications for Washington Hospital Center, a Medstar hospital in Washington DC, says radio still works for reaching the healthcare consumer, even as new media gain popularity. "You have to bear in mind who is your target audience," she says. "If they are not tuned into Facebook and Twitter you will be barking up the wrong tree if you go only with social media."

She says the target audience for Washington Hospital Center is the 50-plus age group. Some do use digital media, but many still listen to the radio. Washington DC, she says, is a market in which

consumers really like to listen to the news. For one recent campaign for vascular services, for example, the hospital ran ads on a top news station. The call to action was to call the hospital and ask for an informational kit or an appointment. Stanish says the results were very good. "It has driven quite a few appointments," she says.

The campaign also included metro transit boards in the trains. "That's kind of a support mechanism, to reinforce what they might be hearing," she says. Future campaigns will likely include radio.

**ND&P**  
Neathawk Dubuque & Packett

Washington Hospital Center  
Vascular Radio "Health Walk"  
:80 radio  
Feb 16 09

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MUSIC: UPBEAT, ENERGETIC  
SFX: SOUND OF FEET WALKING VIGOROUSLY ON A GRAVEL PATH  
ANNCR: You force yourself out there every day for a healthy walk. It's not always easy, but like the trainers say:  
TRAINER: No pain, no gain!  
ANNCR: Some people though, experience pain in their legs that makes even a short trip to the mailbox seem like a mile. This could be a sign of vascular disease, a serious condition in which blood vessels narrow and vital blood flow is blocked. If untreated, it can do more than shorten your walk – it can threaten your life. The specialists at Washington Hospital Center have the expertise to detect and treat vascular disease, offering the area's largest, most experienced team of physicians and a full range of testing and treatment options. They'll have you up to speed in no time.  
TRAINER: No more excuses, keep on moving!  
ANNCR: For a free Vascular Disease information kit and quiz or to schedule an appointment with a vascular specialist, call 202-877-DOCS. That's 202-877- D-O-C-S. Washington Hospital Center, the area's most experienced hospital. A proud member of MedStar Health.

ratings being available, radio is so measurable. I know how many points we need to buy to reach the target audience in order to generate a response."

Radio is more measureable than ever. Arbitron is replacing its paper and pencil diaries with electronic Portable People Meters. The old method had certain shortcomings, such as people "voting" for their favorite stations, even if they had not listened to the station all week. The opposite was also true: listeners of controversial AM talk radio stations, for example, might not have admitted they listened. The new PPMs use passive, electronic measurement.

## Heart Hospital of Austin Talks About Gifts

Del Esporza, President of Esporza Advertising in Albuquerque, New Mexico, says radio is still effective because most people still listen to commercial radio stations while commuting. "In many cases if they are driving, you get them in a captive state, so you have a 30 second or 60 second message that can be effective as long as the creative is compelling enough," he says.

He adds that the marketing business is changing, but radio should remain part of the mix. "We are in a whole new world when it comes to advertising. It is less advertising, more strategic communications that you want now." That means instead of a media plan that encompasses radio, newspaper, and billboards, today's mix might be radio, Facebook, and YouTube videos.

The agency worked with Heart Hospital of Austin to develop a series of radio ads that encouraged listeners to get their loved ones a medical test instead of a more traditional gift. For example, for Father's Day, the hospital ran an ad that said the listener could buy a 72-inch plasma screen television set for their father, or get them something closer to his heart, an appointment to get an artery scan. There was also a Mother's Day ad and a Valentine's Day ad, mentioning a diamond ring versus heart health as a gift.

"That campaign got a tremendous amount of attention and recognition," Esporza says. "It really pulled the consumer in and got them to question their thinking about what really makes sense." The 72-inch plasma screen ad won a Silver Award for a single radio spot, for specialty hospitals, from this publication's Twenty-Sixth Annual Healthcare Advertising Awards.

Richard Woehl, Director of Marketing for the Heart Hospital of Austin, says that campaign was effective. When the ad was on the air, the

<b>ESPENZA</b>	
Date	2.6.08
Client	Heart Hospital of Austin
Job Number - Title	069702.01 Heart Month - HeartSaver CT Radio FINAL
:30 - "72-inch"	
SFX:	HIGH-ENERGY MUSIC UP AND UNDER
MALE V/O:	[HIGH-ENERGY, HARD SELL, OVER-THE-TOP DELIVERY] Need a gift for the man in your life? Get his heart pumping with a 72-inch Flat Screen.
SFX:	CHEESY ECHO EFFECT ON "SCREEN"
SFX:	MUSIC STOPS ABRUPTLY
MALE V/O	[SPEAKS NORMALLY] Or you could just make sure his heart is pumping properly and give him a HeartSaver CT from Heart Hospital of Austin. One in three men have heart disease and most don't even know they have it. Sure, a HeartSaver CT doesn't have...
SFX:	MUSIC BEGINS AGAIN
MALE V/O:	[HIGH-ENERGY, HARD SELL, OVER-THE-TOP DELIVERY AGAIN] ...the awesome color of high-def...
SFX:	DEEP PITCH EFFECT ON "HIGH-DEF"
SFX:	MUSIC STOPS AGAIN
MALE V/O:	[SPEAKS NORMALLY AGAIN]...but it could save his life.
Learn more at HeartSaverCT.com.	

service line performed well, and consumers who were surveyed were aware of the hospital. "During the time the 72-inch plasma ad ran, 30 percent of those surveyed recalled our ads on radio. Six months after the ad, with six months of radio silence, 11 percent of consumers associated our ads with radio."

Not every radio campaign has positive results. The hospital ran a radio campaign with another ad agency in October 2008, and the results were disappointing. "It ran a

month on the radio, with a specific reference to a web site," he says. "I wasn't noticing any movement at all."

## Home & Hospice Care Rhode Island

Doug Bennett, President of the Bennett Group, a marketing firm in Framingham, Massachusetts, says although marketing professionals have become fascinated with search engine optimization and other new technology, there is still a place for radio in many marketing plans. "It depends on the service you're selling, the market you are in, and where are people going for

information," he says.

For example, it is difficult for a healthcare advertiser to run effective radio advertising in large markets such as New York, Boston, and Chicago. "In those big markets it's very difficult unless you are buying a thousand points in the market, and most clients don't have that level of budget," he says.

Bennett Group works with Home & Hospice Care Rhode Island, which is located in Providence, Rhode Island. The agency developed a radio ad that won a Gold Award for Radio Advertising, Single Spot from this publication's Twenty-Sixth Annual Healthcare Advertising Awards. The ad ran in Providence, a much smaller radio market than Boston. "The ad allowed Hospice to connect with the listener in an emotional way," he says. "That's one of the reasons the campaign worked so well. You can't really do that in print in the same way."

Bennett says radio is a good medium for emotional ads. The scripted ad featured a man reminiscing about how his father had been present for important milestones in the speaker's life. Now the son needed to help his father who is terminally ill and needs to begin hospice care. The spot's strength, Bennett says, was empathy. "I think that's how people feel when they are in

<p>Bennett Group Home &amp; Hospice Care of Rhode Island :60 Radio</p> <p>Mfx: Nostalgic with a touch of melancholy</p> <p>Adult son: Sentimental, loving, reminiscing. Filled with a sense of gratitude for what his father did for him through the years. Determined to return the kindness by finding exactly what his father needs at this critical stage of his life. Nothing but the best. Compassionate, experienced, comprehensive care.</p> <p>ADULT SON: Whenever life got tough, my Dad was there for me. When I didn't make the baseball team, he made it O.K. When I had no idea what to do with my life, he guided me. When the girl of my dreams married someone else, he promised me the right one would come along. (he smiles) She did. So now that Dad is going through the toughest time of his life, it's my turn to be here for him. My Dad...is dying...and getting him the best care at this stage - compassionate, experienced care - is top priority. I found it in Home &amp; Hospice Care of Rhode Island. As the oldest and largest in Rhode Island, their expertise is well known. Their capabilities, including pain management and bereavement support, are unmatched Losing my Dad...(choked up)... it's one of the worst things I'll ever experience. But the way Home and Hospice Care of Rhode Island has cared for him...definitely one of the best.</p> <p>Answer: For more information, call Home and Hospice Care of Rhode Island at 800-338-6555.</p>
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that situation," he says of listeners who have a loved one who is terminally ill. "They want to feel like people get it."

There were print ads to complement the radio effort. "We rarely recommend only radio. We partner with some other tactics like direct marketing or print," he says.

Diana Franchitto, President and CEO of Home & Hospice Care of Rhode Island, agrees that radio is a good medium for Hospice advertising. "Developing a message that was sensitive and supportive yet targeted

to a specific audience inspired us to choose radio as one of our advertising mediums," she says. "Being an intimate medium, radio allowed us to emotionally connect with our target audience but at the same time convey messages of respect for our patients and our leadership in end of life care."

She says the results were good. "Anecdotally speaking, we received several positive comments about the ad and are confident it increased our visibility. A comparative analysis of patient census numbers from the previous year indicated that self-referrals

(direct from patients) increased by 50 percent over the previous year, HHCRI's patient census increased by 12 percent within six months after the campaign and patient referrals (through physicians) increased by 16 percent compared to the previous year."

Radio is also affordable, and it competes well against other media. "Newspapers are losing readers, and television is too costly," she says. "Radio and Internet advertising may be the wave of the future." ■

## Promoting Miami Healthcare to Latin America

by Richard L. Cohen

MIAMI, FL—The typical outreach for a hospital seeking international patients is to promote itself directly in those foreign countries that it wants patients from. There is advertising, physician to physician marketing, online marketing and other promotional efforts.

There is an interesting new twist to this flowing out of Miami. Spurred on by the Greater Miami Chamber of Commerce, a group of volunteers was forged whose task has been to work on branding Miami as a city for international healthcare. Rolando Rodriguez, who is chair of the chamber's health committee, is spearheading this effort.

He's got some experience in

international recruitment. His regular job is as the President of the Jackson Memorial Foundation. This foundation works with Jackson Memorial Hospital and Jackson International to bring international business into the organization. "We started doing two and a half years ago and it's been much better than anyone expected," he says. "The more things we put in place the more people came our way."

One of the things Rodriguez learned along the way was the growing permission from insurers in foreign countries to pay for care in the United States.

So, why Miami? "If you look at the data, you'll find that 38 percent of elective cases coming into the U.S. are

from Latin America," he says. "Miami is a preferred choice for many. There is a natural affinity as many have friends and family here." Miami is a strong cosmopolitan city with a heavy Latin flavor, he adds. Plus, it has numerous non-stop flights to many cities throughout Latin America.

Under the effort just getting underway, it is the Greater Miami Convention & Visitors Bureau that is responsible for creating the marketing campaign to brand Miami as a destination spot for healthcare. A web site [www.miamihealthcare.org](http://www.miamihealthcare.org) has been established as a prime promotional mechanism.

The goal with this project is to promote the city and then each of the participating medical organizations can separately go after potential prospects. There is no cooperation between each entity, but rather the effort is seen as one that will allow strong competition between the various players. Each of the healthcare organizations put up \$12,500 for the initial marketing campaign.

As of this past summer, the players included a number of the largest health entities in Miami: Baptist Health International of Miami, Florida International University College of Medicine, Jackson International, Mercy Hospital, Miami Children's Hospital, and UHealth-University of Miami Health System. One can click through to each of these organizations from the web site home page. ■

