



CENTER FOR FAMILY MEDICINE

Branding



THE CHALLENGE

Center for Family Medicine (CFM) faced ample competition, with local competitor clinics practically on every corner, while CFM operates out of one location. It also was not able to offer many of the services that other local clinics offered, such as evening care.



THE GOAL

Generate more walk-in business, reach out to a diverse consumer base and continue leveraging partnerships with local healthcare providers.



THE IDEA

In order to differentiate CFM from its competitors, the campaign employed “characters” that reflected not only CFM’s unique brand, but also its patient diversity, depicting individuals with varying ethnicities. It also aimed to drive foot traffic by amplifying the message of “walk-ins welcome.”

The organization’s website underwent an overhaul to better reflect and prioritize the needs of the end users, simplifying the appointment scheduler and putting valuable content to key audiences—pregnant women, young families, the underserved community—front and center via a blog.



VIEW RESULTS



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THE RESULTS

Number of **SCHEDULED APPOINTMENTS** per month nearly **DOUBLED** in just the first couple years of working together

- Number of new patients per month tripled in just the first couple years of working together
- Walk-ins increased significantly during the scope of the campaign
- Number of diverse groups represented in clinic visits greatly increased monthly



Epicosity, headquartered in Sioux Falls, South Dakota, is a full service marketing agency specializing in branding, advertising, web development, public relations, video production and social media with expertise in the shooting, hunting and outdoor industry, education, healthcare, agriculture, financial and manufacturing.

LET'S TALK!

300 N. Main Avenue | Sioux Falls, SD 57104
Phone: 605.275.3742 | Email: info@epicosity.com