



## JOINT IMPLANT SURGEONS

Joint Implant Surgeons (JIS) is a Central Ohio-based orthopedic practice specializing in total hip and knee replacements, two of the most common surgeries Americans undergo each year. The practice prides itself on a commitment to orthopedic research, consistently using current research data to improve the quality of patient care. Providing the “highest level of excellence in patient care” has resulted in JIS becoming the busiest specialty practice in the state of Ohio in terms of joint replacements, ongoing research and up-to-date surgical developments.

### BUSINESS CHALLENGE

In the fall of 2018, two world-wide companies, Zimmer Biomet and Apple, tapped Joint Implant Surgeons to participate in the groundbreaking Zimmer Biomet mymobility™ Clinical Study. Zimmer Biomet, a global leader in designing and manufacturing orthopedic reconstructive products, partnered with Apple to create the mymobility app, which uses Apple Watch technology to connect patients and their surgical teams. The nation-wide research was one of the largest evidence-gathering clinical studies in orthopedic history and Joint Implant Surgeons was one of only nine group practice centers in the nation to be selected to participate and the only one in Ohio.

JIS recognized its involvement in a major clinical study with partners such as Apple and Zimmer Biomet could lead to impactful earned media in markets its patients typically come from. In addition, their goal was to enroll up to 1000 patients. They knew that to do this, they needed assistance. The practice turned to Team Fleisher Communications to implement a public relations initiative that would deliver.

### TEAM FLEISHER COMMUNICATIONS PR STRATEGY OBJECTIVES

- **Educate** target audiences about JIS, the mymobility Clinical Study and why JIS was selected to participate.
- **Build** JIS' name recognition in markets it draws from.
- **Utilize** the study to develop greater awareness among target audiences.
- **Enhance** JIS' position as the leader in this area, utilizing involvement with the study as a key differentiator.
- **Refine** the JIS story so it includes the clinical study, their involvement and the practice's well-established differentiators in order to resonate with target audiences.
- **Introduce** JIS to those unfamiliar with the practice.
- **Capitalize** on JIS' involvement in this important study in order to tell a more comprehensive and compelling story.
- **Raise** JIS' profile by featuring its doctors as the forward-thinking leaders that they are in this field.
- **Mine** for editorial opportunities that feature JIS and its involvement with the study.
- **Build** a pitch that will generate interest among media in order to secure coverage that reaches target audiences, effectively tells this story, and reinforces JIS' value proposition.
- **Leverage** earned media to ensure it reaches target audiences for the greatest impact.



## CAMPAIGN ELEMENTS

- Create a comprehensive database of healthcare/technology media contacts.
- Write and distribute a national news release to kick off the initiative.
- Create brand consistent, compelling, infographic focused marketing collateral promoting JIS and the study.
- Organize all facets of an informational meeting for prospective patients. This includes the creation of a robust PowerPoint focused on JIS, practice differentiators and relevant details of the study.
- Create both print and online digital ads to promote the informational meeting.
- Oversee an online digital ad campaign that utilized geofencing as a way to reach prospective patients.
- Establish talking points and key messages for JIS principals.
- Prepare all JIS principals and its patients for media opportunities
- Secure numerous earned media stories in multiple markets and across all mediums in order to feature patients enrolled in the study and their JIS surgeons.

## RESULTS

### News Release

**Total Pickups:** 181

**Total Potential Audience:** 9M

**Total Release Views:** 3.1K

**Total Engagement Actions:** 24

### Informational Meeting

20+ prospective patients attended

### Digital Ad Campaign

50K + impressions delivered

53 Clicks

### Enrollment

80+ patients enrolled during the course of TFC's

90-day engagement

## EARNED MEDIA SECURED

In three months, Team Fleisher secured one dozen earned media placements in every market that JIS has a presence. These placements including multiple TV stories, radio and print. In addition, several articles were secured in national publications.

**TV stations:** WTTE, WSYX, WBNS, WTRF



**Print publications:** *Becker's Spine Review, Becker's ASC Review, Columbus Dispatch, Columbus CEO.*



“Team Fleisher’s partnership was invaluable. They were with us from the start, implementing a plan that delivered. From the creation of great marketing tools, to coordinating a plan for our informational meeting, to securing tremendous media coverage, they were key to getting the word out about our participation in this groundbreaking study. We have had great success with our involvement in mymobility and this is due in part to their excellent work.”

Dr. Keith Berend, *Practice Partner*

