

## SUCCESS STORY

SUMMA HEALTHCARE

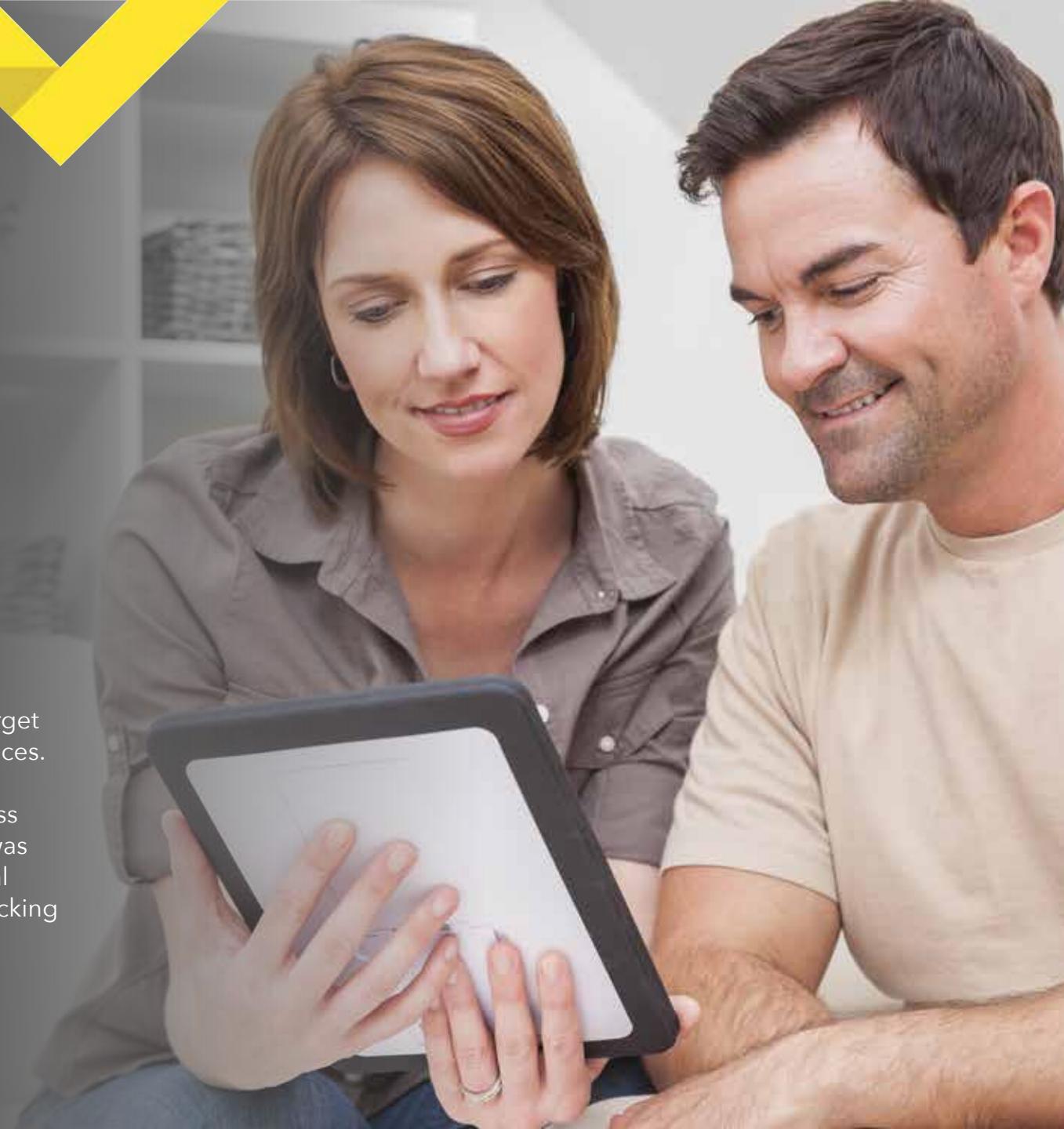
TV AND DIGITAL ATTRIBUTION

hfa

# Measuring media health

Summa Health is one of the top-ranking hospital systems in the country, competing with top providers everywhere. They needed to raise awareness and encourage preference of their primary and specialty care services in target geographies in order to increase utilization of inpatient and outpatient services.

**hfa** developed a robust, integrated paid media campaign to build awareness and preference for Summa Health. Digital media metrics showed the plan was creating an impact, but further measurement was needed to track traditional media results and enable campaign-wide optimization. An offline media tracking tool determined the quality and quantity of web traffic driven by broadcast placements, and the results offered a very positive prognosis.





**12%**  
**LIFT IN NEW USERS**

**65%**  
**ABOVE**  
**NATIONAL AVERAGE**

when on air with TV

for visits per airing  
of TV spots



**To help drive your brands and business, please call Keith.**



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