



Marketing Results Case Study

Hyannis Medical Center, #126424



OUR GOALS

- ✓ Clarify your priorities
- ✓ Get your career back on track
- ✓ Rebuild important relationships
- ✓ Regain your self-confidence
- ✓ Help you realize your drug-free dreams
- ✓ Tailor a treatment plan that meets your needs
- ✓ Save you money by accepting most insurance
- ✓ Reduce the alienation and isolation of drug addiction

Offices in Hyannis & Falmouth
Call Today! [Redacted]
[www.\[Redacted\].com](http://www.[Redacted].com)



STOP BATTLING ADDICTION ALONE

HELP IS CLOSER THAN YOU THINK.

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Call Today! [Redacted]
[www.\[Redacted\].com](http://www.[Redacted].com)

HOW WE HELP YOU CONQUER YOUR ADDICTION

We know that suffering from alcohol or opiate addiction is both serious and fragile. At Hyannis Family Medical Care, we focus on providing quick, efficient and trouble-free treatments that focus on helping you get to the root of the problem.

For us and you, it's more than just transitioning you off of drugs; it's about re-establishing a healthy relationship with your loved ones and a better overall sense of well-being.

Opiate and alcohol addiction can slowly steal your life—sometimes so slowly that you don't even notice until stopping is beyond your control. Luckily, there's help for these addictions on Cape Cod, and you'll find that help at Hyannis Family Medical Care. Hyannis Family Medical Care will customize a treatment plan specifically for you or a loved one, with a welcoming air of hope and warmth, to reduce withdrawal symptoms and cravings. Are you ready to get things back to how they used to be? We have board-certified addiction specialists that specialize in addiction medicine. There's light at the end of the opiate and alcohol addiction tunnel with Hyannis Family Medical Care. Call us today at [Redacted] or visit us at [Redacted], just a few short blocks from Cape Cod Hospital.

SUBOXONE® TREATMENT

Using the latest techniques and methods, our programs are made to ensure a comfortable and lasting recovery.

THE FIRST 72 HOURS ARE THE MOST CRUCIAL TO YOUR BETTERMENT. Thus, we advise that patients remain close by. For the period of two to six months afterwards, your physician will determine the frequency of your appointments to maximize your recovery.

VIVITROL® TREATMENT

Along with counseling and social support, Vivitrol® helps patients suffering from alcohol addiction or street drug abuse. This treatment should ONLY be used on patients who have already quit drinking or drugs within the past 10 days. By blocking off the area in the brain that processes dependence, Vivitrol® helps reduce unhealthy cravings.

Vivitrol® is an injection that is given once every 4 weeks. Though it doesn't prevent withdrawal symptoms, the overall goal of reducing your dependence is still intact.

SOBRIETY BEGINS WITH THESE WALLS

Look, we know it's not easy. Battling addiction takes a lot of effort, dedication and a desire to get well again. It's a disease that statistically has a low success rate, but with new advancements in medicine, the transition to sobriety has never been easier.

The dangerous cycle that goes on in the brain of an addict requires intervention on different levels — behavioral, social, cognitive and physical. And we're here to walk you or your loved one through every process.

For us, it's MORE than just addiction treatment — it's the rest of your life. Let us rebuild your foundation with effective treatments, personalized care and passionate counselors who want nothing more than to see you happier and healthier.

ARE YOU OR A LOVED ONE IN NEED OF ADDICTION TREATMENT?
DON'T WAIT. ACT NOW.

Call [Redacted] to schedule an appointment TODAY!
 Hyannis [Redacted]
 Falmouth [Redacted]

Campaign Results

MAILING LIST

Purchased a mailing list of 24,000 local residents living along certain postal routes.

MAILING SCHEDULE

24,000

RESPONSE

Their detailed brochure combined with DirectMail2.0 brought in 131 phone calls, while their online ad was seen over 54,000 times. They estimate they will bring in 100 new patients by the end of the year, with each patient valued at \$1,000. That's a \$100,000 return by the end of the year!

DIRECTMAIL2.0 RESULTS

54,000 ad impressions