

WEB SITE

VIRTUAL TOUR & OPEN HOUSE

For more than 108 years, Mercy Medical Center has delivered The Mercy Touch[®] by partnering the latest technology with compassionate and high-quality patient care. Mercy is a fully-accredited 445 licensed-bed regional hospital that offers a wide range of patient services, including being the only hospital in the eastern Iowa Corridor to offer all-private acute patient rooms.

Mercy recently renovated its website and chose to promote the new site in a very innovative way. They worked with their website developer, Geonetric, to create a virtual treasure hunt theme, encouraging site visitors to interact with new features, answer questions, and register to win a laptop computer.

ORGANIZATION INFORMATION	AGENCY INFORMATION	TARGET AUDIENCE	MEDIA USED
<p>MERCY MEDICAL CENTER (hospital 150-499 beds) CONTACT: Melissa Erbes 701 10th Street SE Cedar Rapids, IA 52403 Phone: (319) 398-6011</p>	<p>GEONETRIC CONTACT: Heather Stanley 4211 Glass Road, Suite A Cedar Rapids, IA 52402 Phone: (319) 221-1667</p>	<p>Cedar Rapids community, potential patients, patients and families</p>	<p>Direct Mail, Facebook Ads, Mall Kiosk, Newspaper Ads, Radio, Table Tents, Twitters, and Website / Banner Ads</p> <p>DURATION</p> <p>Several weeks</p>

Mercy promoted the launch and treasure hunt through many offline channels including print and radio. The campaign also had a strong social media presence including Facebook advertising, Facebook event set up, and numerous Twitter posts the day of the launch.



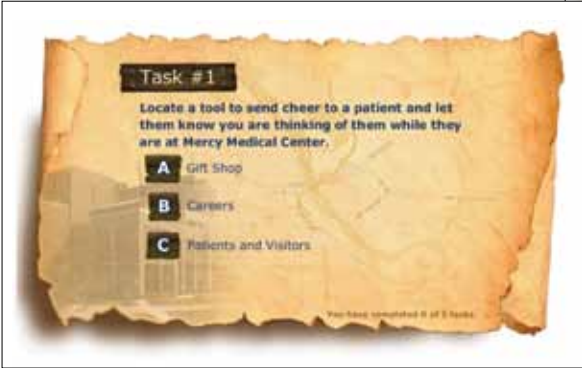
360 people logged onto the webcast during the first few hours of the Virtual Tour Open House, a better turnout than an in-person open house. Those who viewed the webcast were rewarded with a free cookie coupon (available for 'purchase' on the online Gift Shop).

Mercy's new site is full of interactive features, including online Bill Payment, send a patient a Cheer Card, online Shopping at the Gift Shop, Home Medical or Fitness stores, visit a patient online using Mercy Messenger, Pre-register for OB, Interactive Wellness Tools, Virtual Tours, e-Newsletters, Annual Report videos, and online donations to name a few.



Geonetric developed a Treasure Hunt quiz that encouraged users to surf the new site to find the answers, then at the end entered them into a drawing for a free laptop. The last page of the Treasure Hunt was a simple Contact Us form that collected opted in users for future marketing campaigns.

During the live webcast, Geonetric and the Mercy marketing team were set up outside the cafeteria to assist users in the exploring the new site and completing the Treasure Hunt – of course there were free cookies as an extra incentive!



Pictured below is a kiosk located in the mall advertising the upcoming event.



The virtual tour did an impressive job of showcasing Mercy's new website to the community. Here are results and highlights from the first few weeks after launch, compared to pre-launch stats:

- Visits to the site improved 8.2%
- Pageviews improved by 46%
- The number of pages per visit improved 20%
- Bounce rate decreased 6%
- Average time a visitor spent on the site increased by 3:18 minutes
- Mercy's key pages (Careers, Find a Doctor, Services, MercyCare Community Physicians) moved into the top 10 viewed pages
- Increased use of key functionality
 - 8 times more Calendar Registrations
 - Twice as many Find a Doctor searches
 - Over 3 times as many views of the News

