

RADIO case study

Sports Radio Drives Patients

Background

- Dr. Elias Darido is a physician that specializes in the proper diagnosis and effective long-term heartburn treatment.
- The Houston Heartburn and Reflux Center under Dr. Darido's stewardship focuses on treating the disease vs. controlling the symptoms – a unique point of difference for this practice.

Objectives

- Reach chronic sufferers of heartburn in the Houston market.
- Drive new patient appointments.

Strategies

- Maximize radio's ability to provide quick turnaround and creativity to disseminate the brand's message.
- Team up with The Shulman Group and CBS Sports Radio to create a unique platform designed to drive awareness for the Houston Heartburn and Reflux Center.
- Leverage radio station content to create relevance and recency for the brand among listeners in the local community.



Solutions

Expert Interview Series:

- Dr. Elias Darido is positioned as THE heartburn expert providing tips to potential patients through a series of :60 advertorial vignettes that are introduced/opened by radio station on-air talent.
- Vignettes are recorded to sound live and run adjacent to programming.
- Spots are created and refreshed weekly.

 Dr. Elias Darido Expert Interview #1

 Dr. Elias Darido Expert Interview #2

The Heartburn Play of the Game

- A weekly feature that showcases current sports plays and events that cause heartburn among the listening audience.
- "The Heartburn Play of the Game" presented by the Houston Heartburn and Reflux Center runs on CBS Sports Radio 610 and other stations in the Houston market.
- "The Heartburn Play of the Game" runs every Monday at 7:30am within editorial in an adjacent break surrounding sports programming.

 Interview plus Heartburn Play of the Game

Results

- What started as a feature for a single football season, turned into an annual 52 week partnership that encompasses all sports.
- Over 50% of the client's ad budget goes to radio in Houston.
- More than 40% of new patients indicated they heard about the Center on sports radio.