

S&A



CASE STUDY

Visionary marketing

A generational approach to vision care

As a leading provider in patient financing, one division of CareCredit has focused on vision care for 16 years and seen dramatic advances in ophthalmic treatment and surgical techniques. New possibilities for patients can cost more, and studies confirmed consumers were spending more time researching procedures and payment options. Further research revealed *age or stage of life* were key to reaching and converting vision patients of different age groups and generations, and CareCredit wanted to share these insights and expand its usage with ophthalmologists and refractive surgeons. That's when it called on S&A (as it has for 15+ years) to devise an effective strategy and execute a spot-on marketing plan.



A Vision for the Ages mailer introduced the campaign and built curiosity before key industry trade shows.

A different way to look at patients

Every generation shares values and behaviors that reveal what motivates them and, just as important, the media paths they're most likely to take as they tune in, follow, engage with and search for healthy options. With this in mind, S&A's strategic plan focused on connecting CareCredit with specific procedures and ages of vision patients so that messages would be most relevant for each group (or subgroup) and help drive organic growth. An exploration by generation also presented an opportunity to promote CareCredit as a thought leader and gain greater acceptance from specialized vision care professionals.

A 4-part series of Quick Guides provided insights to help drive relevant messages for different generations.

Using content to improve the view

To help ophthalmologists and refractive surgeons gain a better understanding of why and how CareCredit could benefit their patients and practice, S&A proposed a month-by-month roll-out of *Vision Care for the Ages*. This integrated initiative began with a poster-fold mailer that invited doctors to the CareCredit booth at top industry tradeshows to learn about the potential to reach and convert patients of different ages. The agency created an array of educational resources and B2B2C tools, including a 4-part Quick Guide series with critical insights about patients by generation, from Gen X and Millennials to Boomers and Seniors. The S&A team also produced white papers and articles for industry periodicals as content cornerstones, along with in-clinic displays and brochures to help deliver more relevant messages to patients based on their needs and stage of life.



Colorful displays designed for waiting areas and exam rooms helped to inform patients about financing options.

A Webinar series was launched to help staff members learn how to identify patients by generation to better meet expectations.

Seeing new opportunities

Responding to significant shifts in the vision care landscape with a keener understanding of patients by generation not only helped elevate awareness of CareCredit as a payment solution, it also:

- Expanded ophthalmologist and refractive surgeon perceptions of CareCredit and the ways it can be used to help patients of all ages and stages of care
- Enhanced the company's stature and relationships with professional organizations
- Increased editorial coverage in leading professional magazines and websites
- Established a greater presence in advanced vision care clinics with new B2B2C resources

Vision for the Ages continues as an evolutionary plan is underway for 2018: **Vision Care for Every Age.**

Brand strategy and launch powered by Stephens & Associates.
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