



## Case Study

### The Challenge

Already one of the largest private practice groups in the metro area of a mid-size city, this regional eye care group was seeking to expand and sharply focus its marketing to do so.

### Our Solution

WordWrite employed its proprietary StoryCrafting® process, along with a complex data research effort, that helped the team decide on its next practice locations and hone its marketing efforts.

### Client Takeaways

- A finely tuned marketing plan with data-driven recommendations
- Expertly crafted messaging to drive the group's marketing efforts

## Looking toward the future

### *Using data to guide marketing for regional eye care group*

A large eye care group with a focus on ophthalmological procedures had, well, a vision.

Already one of the largest private practice groups in the metro area of a mid-size city, it was seeking to expand and sharply focus its marketing to do so. And that's when WordWrite came into the picture.

So, what differentiates a health care provider? Within a specialty, most share similar credentials, with perhaps the biggest surface-level differentiator being years of experience practicing — a trait that is not enough to truly stand apart. Identifying an engaging, authentic story was the challenge we faced as we began our engagement with the group.

In addition to helping the group uncover the practice's story through our StoryCrafting® process, we completed an operational marketing analysis and opportunity identification effort using patient data and federal health data to pinpoint geographic areas of growth. This data-heavy element was linked with the story component — as we've learned, it's most successful to grow a practice with an authentic story that speaks directly and engagingly to new audiences.

## Introducing StoryCrafting®

WordWrite specializes in uncovering an organization's Capital S Story, the story above all others that explains why someone should buy from you, work for you, invest in you or partner with you.

Our StoryCrafting® service is guaranteed to identify this story and put an organization on the path to share it with the right audiences, at the right time and in the right places where patients and patients' families make decisions about their care.



## Seeing the Story

The first step of any StoryCrafting® session is a “deep dive” meeting featuring our team and the organization's leaders and stakeholders. This meeting is structured around asking and answering “five burning questions” designed to reveal key information about an organization's market, target audiences, current marketing efforts and mindset. Given this project included a data component aimed at identifying growth opportunities, we also collected information about the practice group's most common procedures, patient commute times, geographic data and more.

Following this deep dive, we performed primary and secondary research into the practice group's story through individual interviews to learn more about the organization's characteristics, the eye care industry and what truly differentiates the group, as well as an analysis of regional competitors.

This research resulted in us identifying the practice group's differentiators and unique features. These fundamentals point to a story archetype, which is a classic storytelling concept and, essentially, a shortcut for external and internal audiences to understanding a story because it follows a well-known path of similar stories in history, literature or culture. (For example, the story of David and Goliath is a classic Underdog archetype.)

When taking into account the practice group's story fundamentals — it is a large, comprehensive group with an ethical mindset and extraordinarily welcoming manner — we landed on a hybrid archetype, Sage-Citizen. It blends positives of the Citizen archetype (relatable, welcoming and committed to bettering communities) with the qualities of the Sage (an expert who seeks to understand the world). In the end, Sage-Citizen describes the practice and its providers as approachable experts who use their deep knowledge to better the community.

Next came the story pillars, which build on those fundamentals and can be defined as key messages that support the archetype. In this case, the anchors were based on the practice's scale and specialties, its commitment to ethics and patient experience.

At the same time, our team pored through HIPPA-compliant, location- and procedure-specific data to determine opportunities for the practice group's growth. This included designing interactive maps to illustrate findings for stakeholders.

## Outcomes

We provided three major deliverables in this StoryCrafting® engagement: a final report detailing the practice group's Capital S Story and our process in uncovering it; a “message pyramid” breaking down key messages and supporting facts; and an operational analysis and opportunity identification report designed to highlight potential areas of growth.

The message pyramid works in tandem with the Capital S Story, bringing the archetype and story anchors to life. It is a roadmap for future internal and external communications, and a foundation for messaging.

As the practice group began its process to determine the best geographies for growth, the story, messaging and analysis have been core elements in planning for future marketing success.

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