avance care
primary care for
busy lifestyles.

A C A S E S T U D Y
overview
Avance Care is a convenient primary and family medical care provider dedicated to providing excellent care for children, teens and adults. Hummingbird identified a key feature that distinguished Avance Care from its competition – its unique patient care model, which helps increase efficiency of appointments.

Understanding that time is important, Avance Care’s technological approach offers a host of tools and services to shorten tedious aspects of the patients visit while maintaining and often increasing quality time with the doctor.

From same day appointments and paperless registration/data entry tasks, to extended hours and online services, Avance Care is setting a standard for the way patients will experience the doctor’s office in the digital age.

challenge
Avance Care needed to better define positioning and to develop a marketing plan tailored to this unique patient care model that resonated with both potential and existing patients. The messaging, once developed, would need to be integrated into a variety of marketing tactics, including: corporate identity and signage, website design/development, direct mail, social media, promotional items, public relations, events, print and online advertising, in-office presentations, practice brochures, forms kiosk development, email blasts, etc. The practice also needed to increase effectiveness of online marketing tactics to increase new visits, promote new location openings and educate patients.

solution
Hummingbird Creative Group developed a succinct message focused on the lifestyle of the practice’s target market – today’s modern, active family. A more refined visual formula was also developed to elevate and strengthen the overall brand.

One example of this is the “When Life Can’t Wait” direct mail campaign. By evaluating the benefits of Avance Care, Hummingbird developed a campaign that resonated with busy families and professionals: time-saving technology and enhanced quality of care.

The new web design extended this concept into a dynamic resource that “lives” the brand. The site makes it easier to check appointment availability, ask billing questions, find location and contact information in addition to helping existing and potential patients share pertinent data safely and securely to reduce time in the office.

results
• Reduced administrative costs through patient form management, available appointment communication and payment portal
• More impactful niche messaging, increasing physician referrals
• Greater exposure to local markets upon new location openings
• Faster, easier to navigate website
• Faster, more extensive forms kiosk system
• Improved Google rankings
• More extensive social media presence

BIG Idea:
Primary Care for Busy Lifestyles

Hummingbird Creative Group works incredibly hard to understand the nuances of our medical practice model, continually evaluating and improving our marketing effectiveness through all of our communications channels.

Manish Patel, CEO Avance Care