

Guthrie Case Study

Guthrie Health System - Physician Recruitment Campaign



Campaign Goal:

Develop cutting-edge solution to promote the new recruitment brand at Guthrie Health.

Project Team:

Guthrie's Director of Physician Recruitment and Guthrie's Marketing Department engaged Pinpoint Strategies to produce a new web presence and targeted digital recruitment campaigns.

Final Deliverable:

- Produce targeted digital campaigns for the top 15 physician recruitment openings
- Produced physician recruitment portal with unique landing pages for each medical specialty
- Implemented back-end tracking tool to report campaign success data to the Director of Physician Recruitment and each of her physician recruiters
- Share digital movies and assets internally to increase employee moral and drive value to other web initiatives at Guthrie Health.



Results:

In just 6 months, Guthrie has hired over 45 new physicians and has tracked hundreds of hits on its physician web portal.

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