



At McMurry, we're more than a custom publisher, we're your marketing partner for proven return on investment. A higher level of thinking, consultation, strategy and results are all yours

ROI CHOICE®

Our ROI Choice® Program provides a variety of options for measurement that use metrics meaningful to you, including:

Show me the money. Our intensive revenue analysis cross-references your patient database with the publication mailing list. Matches are tagged and the associated revenue is captured. The net revenue is then divided into your expenditure to produce and ROI ratio. Most clients have seen an 8:1 ratio—for every dollar spent, they receive \$8 in return.

Question and answer. Reader surveys are an essential ROI tool to measure the intangibles, such as brand awareness, perception, loyalty, referrals, time spent reading, actions taken and content value. Surveys can be implemented as bind-ins within the magazine, coverwraps, outserts, phone surveys, e-mail blasts or as a URL in the magazine.

Crowd control. We can use a control group to more accurately determine your true ROI—by eliminating those patients who would have used your services anyway or creating a test group who do not receive your publication.

Dial for dollars. Don't have your own answering service? Or perhaps you do and they just don't keep track of where the calls come from. McMurry can set up personalized phone lines answered by real people just for your publication. Then we will take those responders and compare them to net patient revenue for true ROI.

Click tricks. Integrating your print program with your website enables you to track the traffic generated by your publication. Using unique URLs makes this effort particularly effective, as does incorporating pop-up surveys that enable you to capture responders' names and addresses.

McMurry CustomPlus™

CASE STUDIES

Case Study 1

Client goal: reduce marketing expenses without impacting results

A client in North Carolina saved \$75,273 in just one year by:

- Using 33 images from our complimentary image bank.
- Printing and inserting their donation envelopes into their publication. (Donations increased by 160 percent.)
- Using their publication to print and distribute their annual report.
- Producing their e-newsletter with McMurry, rather than in-house.

Case Study 2

Client goal: create a publication that “makes money” by generating revenue from new patients that exceeds the cost of the publication

A client in Idaho doubled their new-patient revenue ROI. Metrics improve every year as consumers become more and more engaged with the publication. Revenue generated from new patients grew 30 percent in the second year of publication compared to the first year.

Case Study 3

Client goal: build interactive relationships with consumers that result in higher service line usage and event attendance

A client in Alabama leveraged their publication to:

- increase website visits by more than 20 percent
- grow outpatient rehab volume by more than 7 percent compared with the previous year
- build their fundraising program—more than 40 percent of their fundraiser attendance came from the publication’s bind-in cards.

This client saved \$189,756.*

** Cost savings resulted from running print ads in their publication rather than in more expensive media, design/printing savings, postal savings from including inserts with the publication rather than mailing the materials separately and including a consumer survey with the publication rather than conducting a separate market research tool.*

McMurry
CustomPlus™

\$10,000 FOR YOU

McMurry is serious about return on investment for our clients. Each year we award a client with the best overall return on investment the Preston V. McMurry Jr. Award and a check for \$10,000. Over 20 years ago, Preston, with extensive experience in hospital marketing, started McMurry with one goal in mind: to increase revenue through marketing. We have been handing out \$10,000 each year ever since.