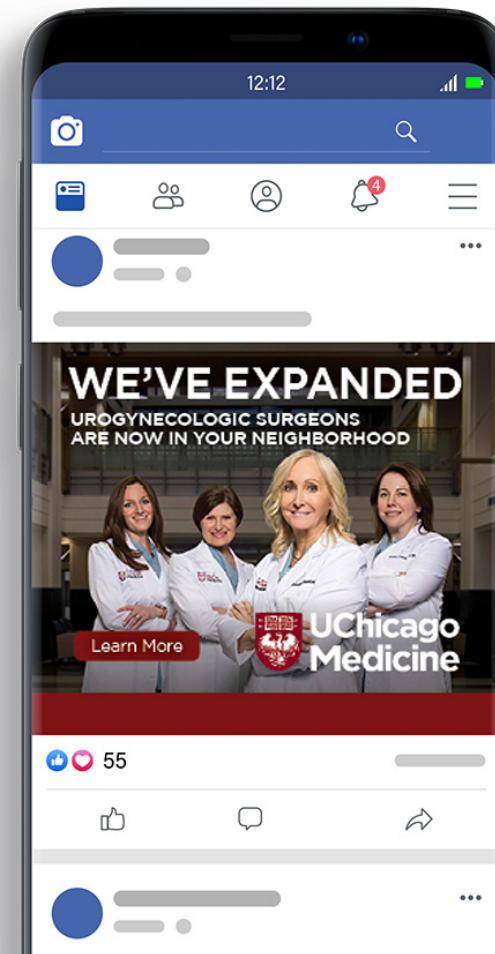


# Raising awareness & driving appointments for a specialty clinic breaking into new markets

With an integrated media campaign, UChicago Medicine broke the stigma around urogynecologic issues and promoted a new location.

## Client background

The University of Chicago Medicine, a nationally-ranked academic medical center historically known for serving Chicago's South Side, was expanding its specialty women's health clinic into the northern suburbs of the city. The organization turned to Unlock Health to develop strategy and creative to raise awareness of its new outpatient centers and drive preference for its urogynecology and reconstructive pelvic surgery services.



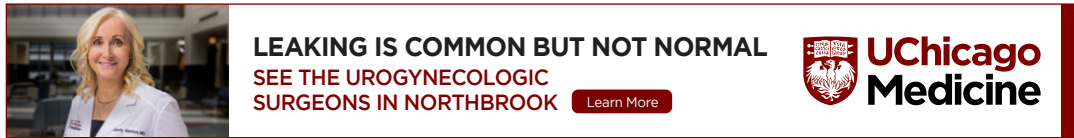
## The Unlock solution

Our research revealed significant stigma and lack of awareness around pelvic floor disorders, so we designed a messaging strategy to remind women of their options to treat pelvic floor issues and encourage conversation about pelvic health.

What made the creative unique was its focus on providing valuable health information in a compassionate and engaging way, addressing both social and emotional needs, with real stories of patients treated at UChicago Medicine, fueling engagement.

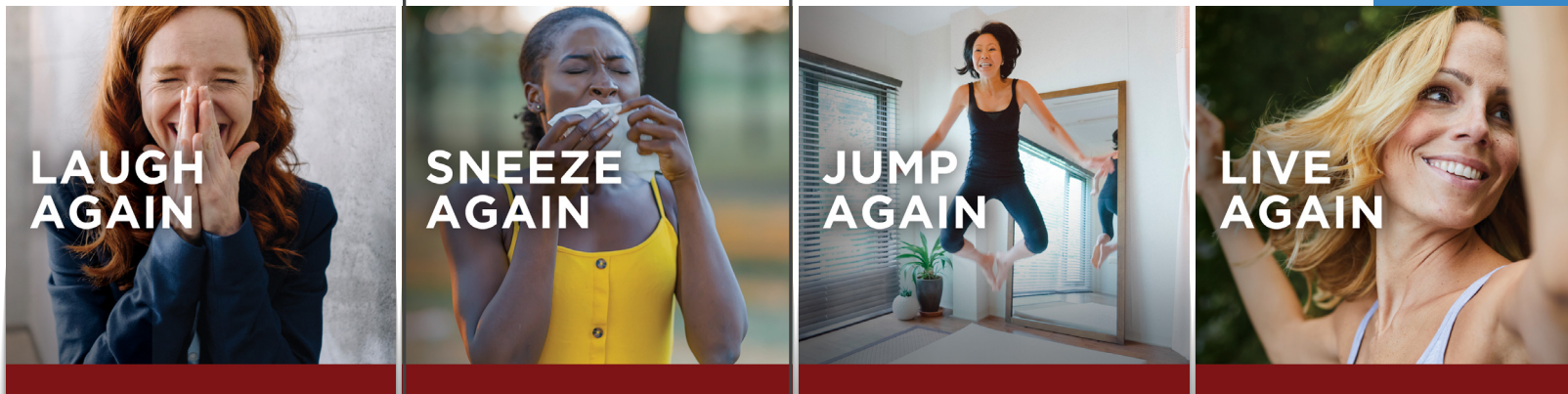
## The results

By integrating the creative into multiple touchpoints (print, out of home, audio, and digital) in key suburban markets, UChicago Medicine met its goals of engaging the community, addressing awareness gaps, and promoting the new location in an impactful and cost-effective manner. In the first 16 months, UChicago Medicine saw more than 2,000 appointments scheduled for the new clinic.



**LEAKING IS COMMON BUT NOT NORMAL**  
SEE THE UROGYNECOLOGIC SURGEONS IN NORTHBROOK [Learn More](#)

**UChicago Medicine**

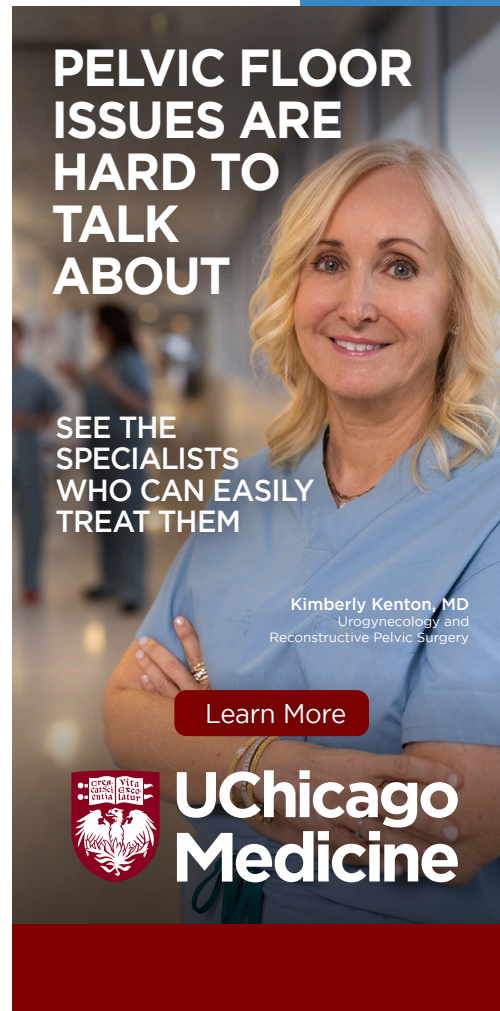


**LAUGH AGAIN**

**SNEEZE AGAIN**

**JUMP AGAIN**

**LIVE AGAIN**



**PELVIC FLOOR ISSUES ARE HARD TO TALK ABOUT**

SEE THE SPECIALISTS WHO CAN EASILY TREAT THEM

[Learn More](#)

**UChicago Medicine**

Kimberly Kenton, MD  
Urogynecology and Reconstructive Pelvic Surgery

**2K+**  
APPOINTMENTS

**37.5M**  
TOTAL IMPRESSIONS

**28M+**  
OUT OF HOME IMPRESSIONS

**1.4M+**  
PRINT IMPRESSIONS

**2.8M+**  
AUDIO IMPRESSIONS

**34,917**  
LINK CLICKS