

# STRUCTURAL GRAPHICS CASE STUDY



## DAYTON CHILDREN'S HOSPITAL

Julie Cannon  
Events Manager  
Dahlgren Mortine at DCH

A Video In Print project from Structural Graphics recently helped the Dayton Children's Hospital promote the opening of a new facility.

Located in Dayton, Ohio, Dayton Children's Hospital is a multi-specialty pediatric hospital that sees over 280,000 patients each year. They recently opened a new pediatric facility in a new location. To promote the opening of their new venue, they wanted to create a virtual experience that would encourage doctors to refer patients to the new medical office building.

Looking for something that would be dynamic and impactful, Julie Cannon, the Events Manager for Dahlgren Mortine at Dayton Children's Hospital, reached out to Structural Graphics. Video In Print was quickly identified as the perfect solution, and working together, the video brochure pictured above was created, produced and distributed.

- The Video In Print mailer was sent to **280** physicians.
- After viewing, several pediatric offices requested a tour - **exactly the desired result.**
- The video was seen by an estimated **700** people.
- Since the mailer, referrals by physicians to the new facility has increased by **80%**!

Commenting on the effectiveness of Video In Print, Julie described it as a "powerful tool for hard to reach audiences." That description is proving to be true, as Dayton's Children's Hospital has seen a very specific increase in revenue in that area in the time since the mailer initially went out.

And on working with Structural Graphics, Julie reported that her entire experience was "wonderful," and describes Structural Graphics's Video In Print product as "high quality, in fact, higher quality" than the other Video In Print products they had seen.



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