

Case Study: Russell Medical

Revitalizing Marketing, Increasing Reach, and Reclaiming Specialty Care Close to Home

The Challenge

Russell Medical, like many rural hospitals, faced growing pressure to increase patient volume and strengthen community trust — but without the resources to hire a full in-house marketing leader.

Key challenges included:

- No dedicated Marketing Leader due to financial constraints
- Inconsistent or inactive marketing efforts with no unified strategy
- Difficulty growing awareness for high-value service lines (inpatient, surgery, diagnostics, ED)
- Fragmented brand voice across departments and platforms
- Lack of data and accountability to understand ROI
- Reliance on cookie-cutter vendor solutions built for generic hospitals—not theirs
- Leadership knew the existing model wasn't working and needed a more strategic, data-driven, cost-efficient approach.
- Patient outmigration to larger cities, driven by the perception that better care was only available elsewhere

“We wanted sharper direction and focus - and to do things differently in a data-driven way. 121GM gave us the opportunity to do more with a leaner budget, which was intriguing. The creative capability and hands-on partnership were exactly what we were looking for.

Jim Peace, CEO
Russell Medical



The Solution

121G Marketing became a hands-on, embedded strategic partner—building a modern marketing function for Russell Medical with less budget than traditional staffing or agency models.



On-the-Ground Partnership

- Embedded with leadership
- Met with departments weekly
- Learned the culture, the people, and the priorities
- Delivered work tailored specifically to their hospital, their community, and their needs



Data-Driven Execution

- Implemented reporting dashboards for real-time insights
- Shifted all marketing decisions to ROI- and evidence-based models
- Integrated with department leaders to ensure marketing supported real operational priorities



Digital & Content Transformation

- Relunched social media with consistent, community-driven content
- Developed a new website structure and analytics foundation
- Created service-line campaigns for cardiology, diagnostics, oncology, ED, primary care, and recruitment



Strategy & Structure

- Built a full 12-month marketing roadmap
- Created a unified brand voice, visual system, and messaging framework
- Evaluated and optimized all vendors for value and alignment

Business Impact at a Glance

Russell Medical saw measurable impact across every major volume driver.

\$100K+

Annual savings in
outside marketing
vendors

**↑ Surgical
Volume**

Marketing campaigns
helped increase
surgical procedures

**↑ MRI & CT
Utilization**

Greater awareness
drove growth in
diagnostic imaging

“121G Marketing has never felt like an outside agency. They’re part of our team. They took the time to understand our hospital, our people, and our community. They established our strategy and put the right initiatives in place to achieve our goals.”

Mabry Cook, Executive
Director of Outreach &
Strategic Branding
Russell Medical



Operational & Financial Impact

- ✓ **\$100,000+ annual reduction in outside vendor costs** through strategic consolidation and optimization
- ✓ First-ever **unified brand and messaging** across the entire hospital
- ✓ **Marketing fully aligned** with operational goals and service-line growth
- ✓ **Improved internal communication and leadership visibility** into performance

Increased Patient Demand

- ✓ Increased **surgical volume**
- ✓ Increased **CT utilization**
- ✓ Increased **MRI utilization**
- ✓ Increased **specialty care engagement**

Brand Growth & Community Engagement

- ✓ **1.5M Facebook impressions** and 204,700+ users reached
- ✓ **16,900+ content interactions** showing strong community engagement
- ✓ **Website traffic:** 78,000 active users and 79,000 new users
- ✓ Organic Search as the **#1 traffic source**, signaling high patient intent
- ✓ LinkedIn followers **up 34%**, increasing provider and recruitment visibility

The Bottom Line

By embedding a strategic marketing function within Russell Medical, 121GM reduced annual vendor costs by more than \$100,000, increased utilization of key service lines including surgery and diagnostic imaging, modernized the hospital’s marketing infrastructure, and delivered measurable growth—all without the expense of building a traditional in-house marketing department