

Emergent Case Study

Retail Healthcare Market Entry: The Joint Chiropractic



Access to affordable, convenient, quality healthcare has never been so relevant. Conversations about insurance, the high-cost of prescription medications, and expedient access to traditional and alternative healthcare are happening in workplaces, among friends and most importantly around family dinner tables. Consumers now look for ways to take control of their healthcare and pain management needs rather than rely on conventional avenues, which for many have proven less than satisfactory.

This democratization of healthcare has resulted in new categories of retail healthcare service providers beyond urgent clinics and sports medicine facilities. Introducing a new category — chiropractic — required a multi-dimensional earned media approach — not only to generate awareness, but to cultivate trust.

OUR GOAL

During the three month retail launch project, introduce Arizona-based **The Joint® Chiropractic** walk-in clinics and their 'no insurance, no appointment needed' offering to the greater Chicago market.

OUR SOLUTION

Emergent's **strategic earned media channel approach** was two-fold: Chicago DMA-wide media was targeted to generate broad market awareness; while specific clinic trading area media outlets were engaged to seed interest in each location as they opened.

The **messaging strategy** focused on the immediacy of pain relief contextualized in an everyday lifestyle-solutions approach (text neck, snow shoveling, etc.). Emergent developed a messaging platform as well as customer-facing collateral.

To help localize and endear The Joint to Chicago and add layers of **lifestyle credibility**, Emergent secured one of Chicago's most-trusted healthy lifestyle experts and influencers, national and local health & fitness media personality **Andrea Metcalf**. As an ambassador for The Joint, Andrea was deployed in TV, print and online earned media activity and grand opening clinic events, while engaging her substantial social media following.



Andrea Metcalf


Work & Outcomes

During the three-month project window, Emergent secured **45 media placements in TV, print and online** — raising awareness of The Joint's entry into the Chicago market and supporting local clinics grand openings and traffic-generating promotional activities.

Emergent aggregated more than **2.1 million earned media impressions** during the project period from a mix of traditional and digital outlets.


The idea of wellness has expanded over the years with food and self-managed healthcare gaining in popularity and becoming a larger part of the conversation.

Learn more about both of these important topics at this [Community Dining](#) dinner hosted by [The Joint® Chiropractic](#).



Creating Healthy Habits

A Closer Look at Consciously Sourced Food & Chiropractic Care at [The Joint® Chiropractic](#)



When Tuesday, March 8th, 6:30 PM - 8:30 PM

What FREE* "Creating Healthy Habits" dinner & learning event
- Discussion: "Boosting Immunity through Healthy Food & Chiropractic"
- Dinner: Provided by Fig Catering
- Bonus: All attendees will receive a FREE one-month wellness plan** from The Joint



Where The Joint Chiropractic (West Lakeview), 2904 N. Ashland Avenue, Chicago, IL

Presenters
- Paul Sippil, Founder of Community Dining
- Dr. Andrea Blake, Doctor of Chiropractic at The Joint West Lakeview

RSVP Email shannon.painter@thejoint.com for complete details and online registration; limited to the first 30 people; must be 18 or older.

*Free dinner & learning event requires a \$30 deposit refunded upon attendance at the event.
**Free introductory one-month wellness plan consists of four free visits including exam, consultation and four adjustments (offer valued at \$69 and is redeemable at The Joint® West Lakeview clinic only). Additional details provided at the The Joint® West Lakeview clinic.
Total value of the "Creating Healthy Habits" dinner & learning event is \$99.

Chicago-based [Community Dining](#) seeks to bring communities together and stimulate discussion of healthier eating through Good Food.

For more information about The Joint, visit: TheJoint.com/Chicago  

No Appointments | No Insurance Needed | Open Evenings & Weekends

Troy Tann, DC, President of Direct Chiropractic, SC

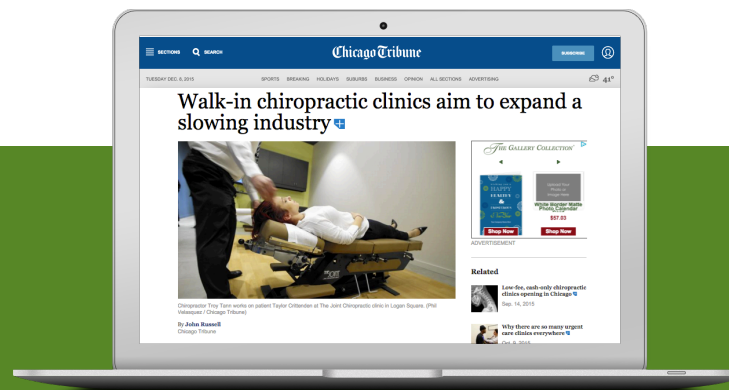


Clinic Grand Opening

Select Media Highlights

Chicago DMA Media

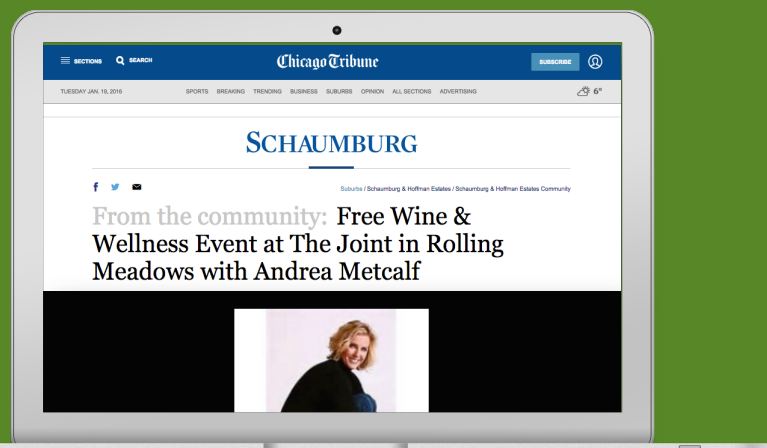
Lead story by business reporter John Russell was featured in the Sunday edition of the *Chicago Tribune*, as well as its news site. This story was foundational as we cultivated interest from other Chicago media outlets, including two Chicago-DMA TV segments featuring Andrea Metcalf speaking on behalf of The Joint Chiropractic.



Clinic Trading Areas

Print & Online Media

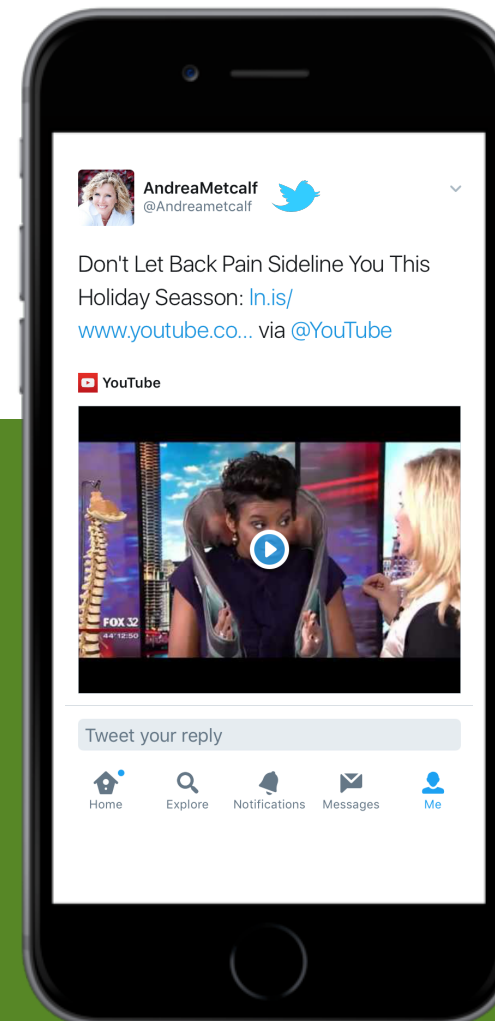
Fourteen clinic trading area newspaper and online stories in *Chicago Tribune* neighborhood editions and independent newspapers.



Social Media

Influencer Engagement

Twenty-eight social media posts and influencer placements featuring online articles and promotional content.



Additionally, Emergent provided guidance on social media strategy and clinic event concepts for continuity communication to be directed by the client's in-house team following our three-month engagement.



Emergent would be happy to design an earned media and comprehensive content strategy to meet your brand goals.

For more information, please contact Bob Wheatley at
(312) 806-6975 or Bob@Emergent-Comm.com.

EmergentHealthyLiving.com