



CASE STUDY:

LAWRENCE GENERAL HOSPITAL PATIENT ACQUISITION MAILING

CLIENT PROFILE:

Lawrence General Hospital (LGH) is a Massachusetts not-for-profit hospital. Since their official founding in 1886, **their mission** has been to provide quality medical service to all their patients in the Greater Lawrence area.

WHAT INDUSTRY ARE THEY IN?

Healthcare

WHAT CHALLENGES DID LAWRENCE GENERAL HOSPITAL HAVE?

LGH wanted to welcome a new physician to their primary care practice that serves the North Andover and Andover communities. They wanted to make sure that residents knew Dr. Duffy was ready to take new patients and provide quality care.

HOW DID BCG CONNECT HELP THEM ACHIEVE THEIR GOALS?

BCG Connect acquired a list of North Andover and Andover residents that met the criteria of the current patient population at the practice. The postcard was mailed to this target group shortly after the new physician started and helped promote this exciting news.

[You can view this project here.](#)

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