

Marketing Campaign

Movement Disorders

 **WVU**Rockefeller
NeuroscienceInstitute



Campaign Overview

This campaign aimed to raise awareness of the RNI's Movement Disorders program and drive new patient engagement through targeted storytelling and strategic outreach.

This campaign was developed in response to a patient leakage report showing that individuals within West Virginia, as well as neighboring areas of Western Maryland, Southwestern Pennsylvania, Kentucky, and Ohio, were seeking movement disorder care outside the WVUH system.

Through targeted messaging and multi-platform outreach, the campaign positioned RNI as the regional leader in advanced, compassionate care for complex movement disorders—reclaiming patient trust and driving engagement across underserved areas.



In Medicine
We Restore Control

Comprehensive Movement Disorder Center

At the WVU Rockefeller Neuroscience Institute, we have specialized therapies so no patient has to live with tremor. Our patient-centered approach starts with knowing your story and, through our advanced therapies, getting you back to living your life.

Appointments: 304-598-6127

 Mary Supcoe is able to enjoy quilting again thanks to the treatments she received from the team at the Comprehensive Movement Disorder Center. Watch her story at WVUMedicine.org/Tremor.

WVURockefeller
NeuroscienceInstitute

Objective: Increase awareness of RNI's expertise in treating movement disorders while highlighting advanced treatment options

Strategy & Target: Patient-focused campaign targeting individuals and families across West Virginia and in neighboring states where leakage reports showed patients leaving the region for care elsewhere.

Timeline: April – June 2025



In Medicine
We Restore Control

Comprehensive Movement Disorder Center

At the WVU Rockefeller Neuroscience Institute, we have specialized therapies so no patient has to live with tremor. Our patient-centered approach starts with knowing your story and, through our advanced therapies, getting you back to living your life.

Appointments: 304-598-6127

 Mary Supcoe is able to enjoy quilting again thanks to the treatments she received from the team at the Comprehensive Movement Disorder Center. Watch her story at WVUMedicine.org/Tremor.

WVURockefeller
NeuroscienceInstitute

Execution: Integrated campaign across social media, website content, patient collateral, and media outreach.

- Videos featuring physician expertise (e.g., Dr. Ann Murray) and patient success stories
- Digital and print ads emphasizing access to advanced treatment close to home
- Press release and media interviews/pitches
- Website updates for Movement Disorders page
- WVU Foundation Fall Appeal (email and direct mail)



In Medicine
We Restore Control

Comprehensive Movement Disorder Center

At the WVU Rockefeller Neuroscience Institute, we have specialized therapies so no patient has to live with tremor. Our patient-centered approach starts with knowing your story and, through our advanced therapies, getting you back to living your life.

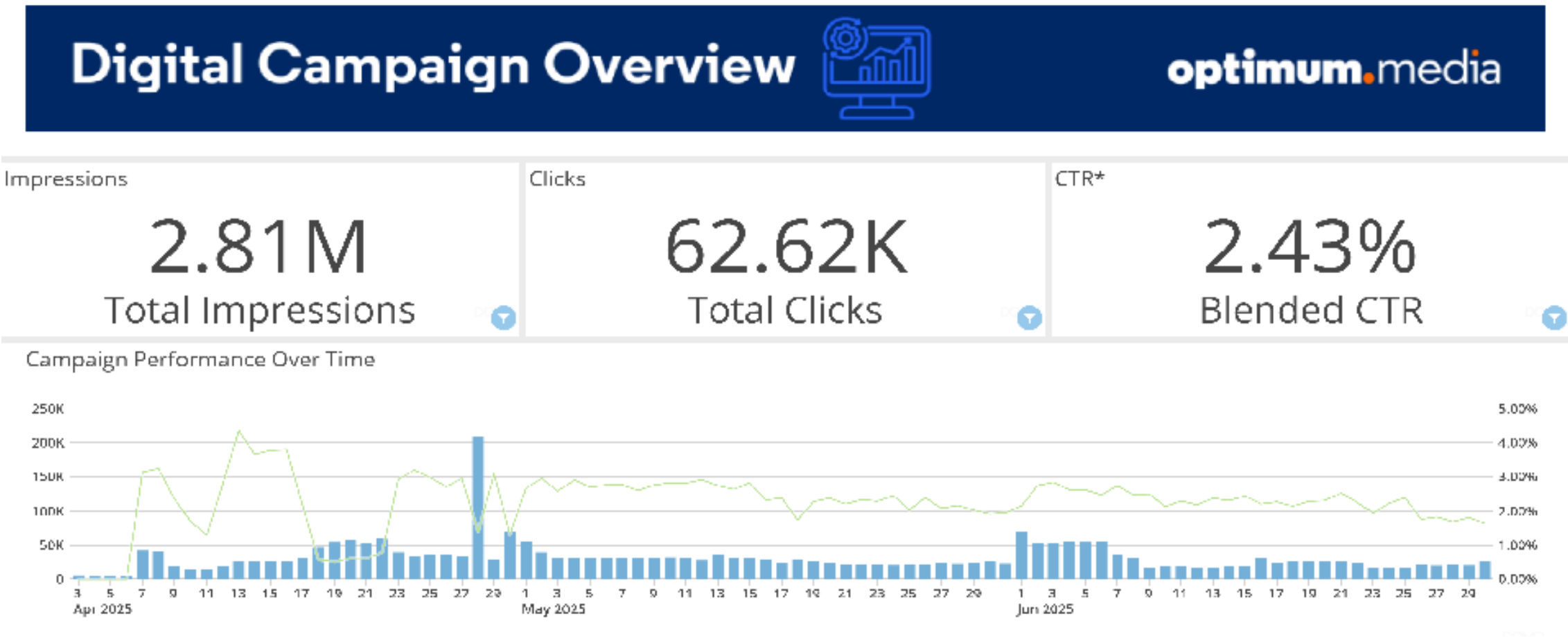
Appointments: 304-598-6127

 Mary Supcoe is able to enjoy quilting again thanks to the treatments she received from the team at the Comprehensive Movement Disorder Center. Watch her story at WVUMedicine.org/Tremor.

WVURockefeller
NeuroscienceInstitute



Results: Improved patient inquiries and referrals, strengthened brand positioning against out-of-state competitors, and reinforced RNI’s reputation as a leader in neurosurgical care for movement disorders.



In Medicine
We Restore Control

Comprehensive Movement Disorder Center

At the WVU Rockefeller Neuroscience Institute, we have specialized therapies so no patient has to live with tremor. Our patient-centered approach starts with knowing your story and, through our advanced therapies, getting you back to living your life.

Appointments: 304-598-6127

 Mary Supcoe is able to enjoy quilting again thanks to the treatments she received from the team at the Comprehensive Movement Disorder Center. Watch her story at WVUMedicine.org/Tremor.

WVU Rockefeller
Neuroscience Institute