



LEE HEALTH SURGERY CENTER – MARKETING ASSETS AND NEXT STEPS

OBJECTIVES

- To increase brand awareness and community understanding of the new Lee Health Surgery Center, its services and providers, and its relationship with Lee Health.
- Meet or exceed patient surgery volume (2500 surgical and 1600 endoscopy)

Our team will continue to work in partnership with LPG leadership and strategic communications to execute a variety of communications to ensure that the message resonates with our target consumers – with an eye on strategic placement to successfully reach the Southwest Florida community.

TARGET

Success of this marketing plan and subsequent group is to define and implement changes using these pieces of measurable data:

- Increased traffic to appropriate scheduling pages, year over year and appointment conversions.
- Increase Lee Health's preference/brand awareness for surgery services.

Print/Traditional Marketing

Using a combination of Lee Health market research, search data, and branding priorities, marketing will come up with the following tactics:

New Signage

- Create visually appealing and Lee Health-branded signage for the existing clinic.
 - **Timeline: Designs and mockups underway**

Print Campaign

- **Print Advertisements:** Marketing will utilize existing contracts to place print advertisements in the following publications:
 - The News-Press: Living Well and Sunday editions
 - The News-Press: Bonita Banner Weekly
 - Naples Daily News: Sunday editions
 - Florida Weekly: Bonita Edition (every other week)
 - Florida Weekly: Naples edition (every other week)

Timeline: Out in June to coincide with landing page: stakeholder preview expected June

- **Postcard Mailout:** Much like mailers for University Highlands, these direct-to-home items can display services, features, etc., with a QR code to the overall website.
- **Billboards:** Lee Health currently has 15 digital billboards that can place images within 24 hours. These boards are primarily in Lee and South Lee County, but there are placements in Charlotte County as well. There are other Tri-Vision and fixed face boards that can be utilized as needed.



- **Senior Blue Book Placements**
- **Florida Health News Publication**
- **Health and Wellness Magazine**

These publications can run copy as specific or as general as we want, either edited blog stories mixed with profiles, lists of services, special graphics, etc.:

TIMELINE: End of May

Digital/Website Marketing

Website

- **Surgery Center Landing Page:** A dedicated, high-impact landing page for Lee Health's Surgery Centers is in active development. This page will serve as a digital entry point for patients and referring providers, consolidating and routing consumers to critical information such as service overviews, legal requirements, billing policies, operational workflows, and relevant clinical content. This build supports both SEO strategy and patient access goals. Content will be placed in relevant established portions of the website as well as new builds as appropriate.
 - **Timeline: Active Build Stage; stakeholder preview expected June**
- **SEO & Intersite Optimization:** We are implementing a multi-layered SEO approach across all relevant pages, including the new Surgery Center content. This includes targeted keyword integration, metadata structure, and intersite linking between related service lines and support pages to boost performance on search engine results pages (SERPs) and strengthen our domain authority. Webpage alias and URL considerations will be evaluated.
 - **Timeline: Dependent on landing page launch; SEO will be integrated during build phases and ongoing**
- **Provider Profile Management:** All newly onboarded LPG providers are incorporated through a standardized digital process, ensuring timely and accurate creation of physician profiles across LeeHealth.org. Updates to specialty, location, or availability are managed through internal workflows in partnership with Provider Services. Non-LPG provider inclusion will be evaluated per legal and operational scope.
 - **Timeline: Ongoing, Immediately Post Launch**
- **Location Management:** Digital updates are coordinated in alignment with all facility openings, relocations, and closures. Location data is mapped across relevant pages to ensure patients can easily find care by geography and service line. This includes updates to service pages, physician profiles, and cross-linking to ensure continuity in user experience.
 - **Timeline: Ongoing, Immediately Post Launch**

Digital Presence & Patient Experience Touchpoints

- **Google Business Profile (GMB) Management:** As new updates or needs related to location listings arise, they will be incorporated into our digital governance and optimization framework. This includes maintaining accuracy for location data, hours, services, and attributes, and ensuring performance tracking remains aligned with our larger digital strategy.
 - **Timeline: Ongoing, Immediately Post Launch**
- **Reputation Management & Review Response:** As patient feedback and online reviews continue to grow in visibility and influence, reputation monitoring and response for the Surgery Centers will be integrated into our digital operations. This includes establishing consistent workflows for timely responses, issue escalation, and sentiment tracking across key platforms.
 - **Timeline: Ongoing, Immediately Post Launch**

Digital Advertising

- **Display Advertising:** Campaigns will drive top-of-funnel awareness for Lee Health's Surgery Centers, reaching consumers across relevant websites and apps based on interest, location, and prior engagement with surgical content. Retargeting will also be used to re-engage users who have visited the Surgery Center landing page or related service line content. Display creative will reinforce trust, convenience, and expertise to support consideration and scheduling.
 - **Timeline: Immediately Post Launch**
- **Search Advertising:** Search campaigns will be developed to capture high-intent consumers searching for surgical services within our core markets. Ads will be tailored to reflect specific procedures, provider specialties, and Surgery Center locations, with targeting aligned to priority ZIP codes and keyword intent. Campaign performance will be continuously optimized.
 - **Timeline: Immediately Post Launch**

Social Media

- Marketing will support the launch of the Metro ASC & Clinic with a dedicated announcement post that highlights the new practice and its providers, linking to relevant blog content and appointment scheduling pages. In the weeks following launch, the social media team will share a series of short-form videos and provider interviews to introduce services and staff in a relatable, engaging format. Long term, social content will be refreshed regularly to maintain visibility, highlight seasonal or service-specific topics, and showcase patient stories when available. Content types will include staff spotlights, walkthrough-style videos, and patient-centered narratives tailored to each platform's best practices. Engagement will be tracked through views, clicks, and interactions, with content performance informing future posts.
 - **Timeline: Initial outreach begun, continuous development. Dedication post on launch.**

Owned Media & Email Marketing

- **LPG Communication Email Blast:** Using a patient mailing list, marketing can send out a branded email to patients informing them of the new facility, services, and providers.
 - **Timeline: As Needed**
- **Newsletter/Blog:** Using our Healthy News blog and newsletter, marketing can compose one or more of the following and distribute:
 - (1) Overall story and/or series of stories on services
 - (2) Provider profile stories
 - (3) Patient success stories

The newsletter reaches more than 40,000 people in SW Florida, and the stories would post on the actual blog on leehealth.org to be shared internally and through social media. These stories can be shared throughout social media – both Lee Health channels and employ channels.

- **Timeline: Marketing senior writer to reach out to practice/LPG leadership to begin compiling.**

PR/Strategic Communications

Media Relations



- Draft and distribute a press release announcing the opening of Lee Health Surgery Center, highlighting services, providers, and community benefits.
- Pitch to local media outlets including The News-Press, ABC-7, NBC-2, WINK, and Gulfshore Business.
- Include quotes from Lee Health and LPG leadership
- Invite reporters to tour the facility before opening.
 - Timeline: Immediately prior to opening

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- Publish an internal announcement with key details, provider names, services offered, and location information.
- Include rendering of building
- Publish in the next edition of the ICYMI newsletter
 - **Timeline: One week prior to opening**

Community Affairs

- Include Lauren Ware and Dennis Golden in next meeting.
- Discuss target audience
- Do we want to host a Ribbon-cutting/Chamber invite/Grand Opening or internal celebration?

Creative Services/Other

Video: Please reach out to our Creative Services team for inquiries into video opportunities – either our regular Health Matters segments or otherwise. These segments appear on NBC-2 and live on our website, YouTube, and Vimeo pages.

- **Contact: Devin Turk:** devin.turk@leehealth.org

Chambers of Commerce: Through our Community Affairs team, we can send edited stories and graphics to run in local Chambers of Commerce publications and email blasts.

- **Timeline: Can start as soon as needed**