COORDINATED CARE THAT WINS

ADHS Subacute Trauma Program

THE WINS CAMPAIGN
JULY 2026 - DECEMBER 2026
PRESENTED BY TANGO MEDIA, THE UNIVERSITY OF TEXAS OF AUSTIN

TANGO - “It Takes Two”

Tango is a student-led, full-service agency from the University of Texas at Austin, built on one belief: **it takes two!**
Like the dance, every campaign is a partnership between our client and us, moving to create something purposeful and impactful.

With an integrated approach, we combine fresh thinking with complex research and visual storytelling to create innovative campaigns. We know that it takes more than just an individual to create meaningful solutions that drive impact. It takes **collaboration, strategic integration, and authentic perspectives**.
Combining our classroom knowledge and real-world experiences, we deliver professional-quality work while offering new perspectives.



OUR PITCH TEAM



Hagen Lowe
Accounts Director



McKenna Kinsley
Strategy Co-Director



Grace Murray
Media Co-Director



Sofia Cadena
Media Co-Director



Gabrielle Dick
Creative Video Director



Sarah Thompson
Public Relations Director



Riley Schultz
Public Relations

HERE IS WHERE WE ARE

In the healthcare industry.

70% *2023* **TO** **56%** *2025*

Trust in the healthcare industry is dropping rapidly.

HERE IS WHERE WE ARE



Lack of Clear Outcomes



Decreasing Trust



Fragmented Care

65% of patients say coordinating care is overwhelming.

HERE IS WHERE WE ARE

In the Workers' compensation market.

175,900

Non-fatal Workplace Injuries in Texas in 2023.

HERE IS WHO OUR AUDIENCE IS



Relentless Richard

Personal Injury Attorney

WE'VE OUTGROWN BETTER.

WE'RE

Getting Beyond Better.

AGENDA

01 The Strategy & Research

02 The Campaign Pillars

03 The Executions

04 The Numbers

SCOPE OF WORK

The Ask

Position ADHS's Subacute Trauma Program as the **leading provider for post-trauma recovery** in Texas.

The Timeline

6-month campaign

- July 2026 - December 2026

Desired Perception

The go-to destination for comprehensive post-trauma recovery, known for **speed, efficiency,** and **superior outcomes.**

Geographic Scope

State of Texas campaign with emphasis on **Dallas and Houston,** where ADHS's current services and facilities are located.

GOALS & OBJECTIVES

*Our team established these goals and objectives to help accomplish the client's desired outcomes of **increasing education, trust, and awareness to increase overall referrals** based on the client's ask.*

Goals

Increase **ADHS position in consideration set**

Increase **brand visibility.**

Manage **brand perception**

Objectives

Generate a **20%** increase in website traffic.

Increase positive brand sentiment by **20%** & implement a reputation management system.

Establish partnerships with **10+** new law firms



BUT FIRST...

HOUSEKEEPING

THE WEBSITE EXPERIENCE

Subacute Trauma Landing Page

- Hard to navigate
- Add visual aids
- Add FAQ section for GEO
- Highlight program strengths early
- Incorporate CTA buttons

News/Blog Page

- Create News page
- Separate Blog page
- Use real photos, or AI disclaimer
- Ensure copy conveys transparency and reliability

ADVANCED DIAGNOSTICS
HEALTHCARE SYSTEM

About Us | Photos | Careers | Contact Us | Directions | +1 (346) 768 3390

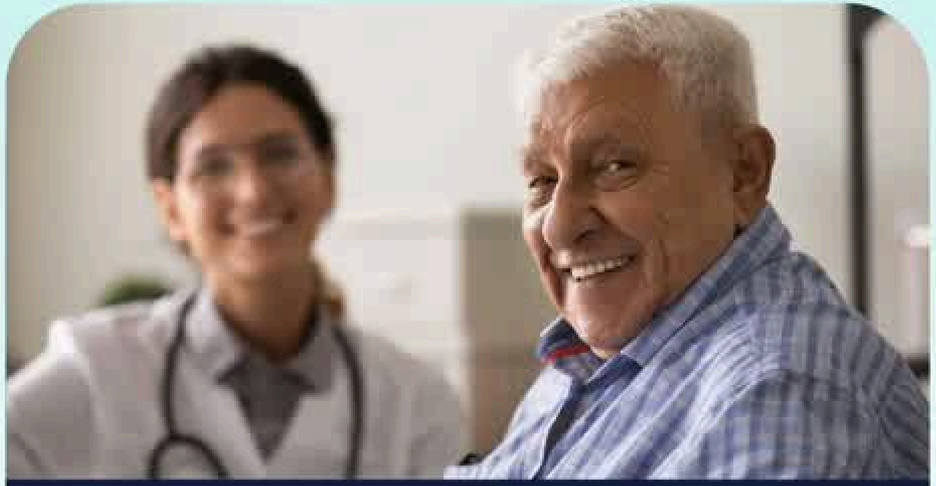
Care That Stays With You, From Diagnosis to Recovery

We provide advanced diagnostic testing that delivers accurate, timely results for patients and healthcare providers. Using innovative technology and a science-driven approach, we are committed to precision, quality, and trusted care.

GET IN TOUCH

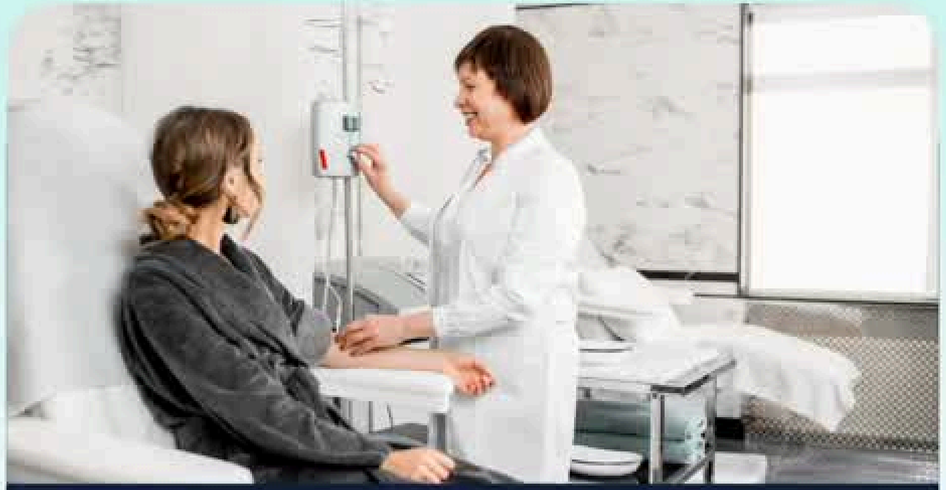


Latest Headlines & Heartbeats



March 16, 2026

After the Crash: How One Patient's Search for Answers Led to a Life-Changing Diagnosis



February 18, 2026

Advanced Dallas Hospital & Clinics Welcomes the Advanced Dialysis Institute

SOCIALS

ways to strengthen Instagram and LinkedIn

LinkedIn

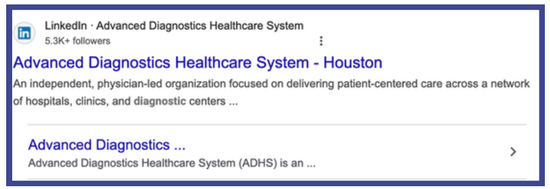
- Establish consistent names & logos
- Ensure connected platforms
- Redesign LinkedIn banners
- Refine LinkedIn location pages
- Consider SEO optimization
- Limit job postings to location pages

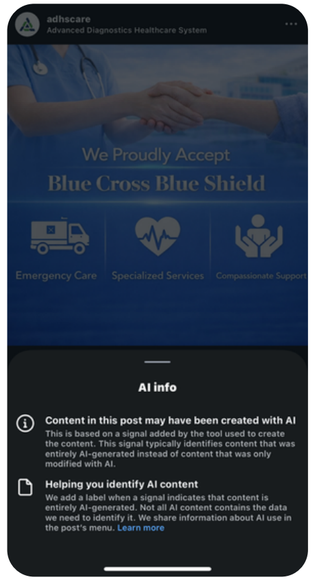
Instagram

- Implement an updated Linktree
- Prioritize human generated content

NOW





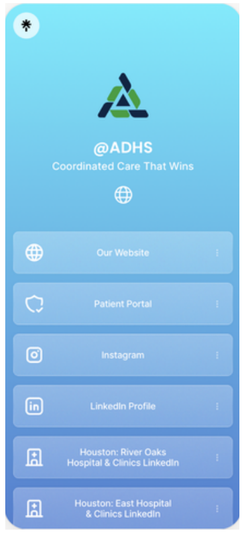


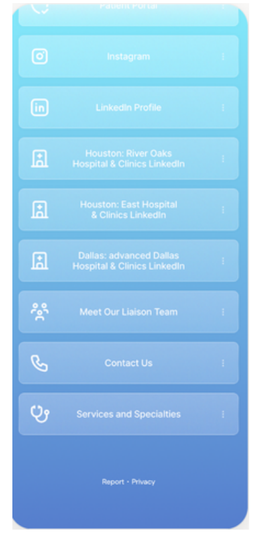


WHAT IT COULD BE

with implemented suggestions







LIAISON NETWORKING

Encourage liaisons to network over LinkedIn, to foster relationships online in coordination with in-person events. Could be first form of outreach, follow-up technique, and or long-term relationship building.



CUSTOMER REVIEWS

Customer Review Audit

- Wide ranging of topics
- Ensure regular monitoring
- Review prioritization

Customer Review Response Suggestions

- Include customer service email address for contact
- Personalized messaging that builds conversation
- Check all social/review platforms

Overall Budget

20K

per month

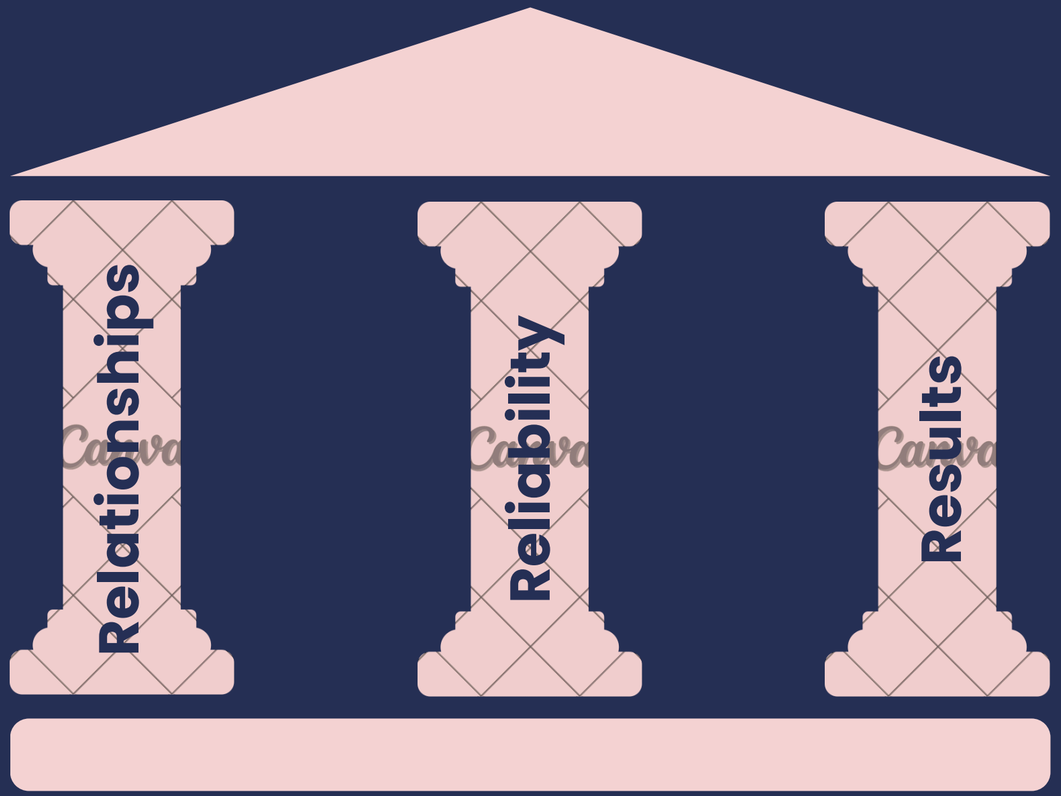
120K

To spend across 4 media types for a 6 month period,broken into 3 specific flight/2-month periods:

SO, HOW CAN ADHS COMPETE?

CAMPAIGN PILLARS

The pillars of Coordinated Care That Wins. Research revealed three critical priorities: strengthening relationships, building trust, and driving superior outcomes.



COORDINATED CARE

THAT WINS

HOW WE CAN DO BETTER IN

RELATIONSHIPS

Strong relationships among the patient, doctor, and lawyer create efficiency & unity

BEYOND BETTER RELATIONSHIPS:

Top Golf Buyout – September 3rd, Houston

Gold Tier Event

Tee Time with ADHS - September 3rd, Houston

- Space Rental
- Estimated 40/50 people
- Food and beverage
- Gifts



Approximately ~$5,000

BEYOND BETTER RELATIONSHIPS:

Aperitivo Rooftop Private Event- Mid-December, Houston

Platinum Tier Event



Coordinated Care Gala - Mid-December, Houston

- Space Rental
- Max 150 People
- Entertainment
- Gifts
- Presentation



Approximately ~$21,500

Disclaimer - Venue rent-out prices change based on the specific date & time, plus rates are adjusted on the season. Can only book 60 days in advance.

BEYOND BETTER RELATIONSHIPS:

Print

LEGAL PUBLICATIONS

- "Reaching every attorney in Texas", state-wide
- 1,918,723 average monthly viewers

TBJ
THE TEXAS BAR JOURNAL





DIRECT MAIL

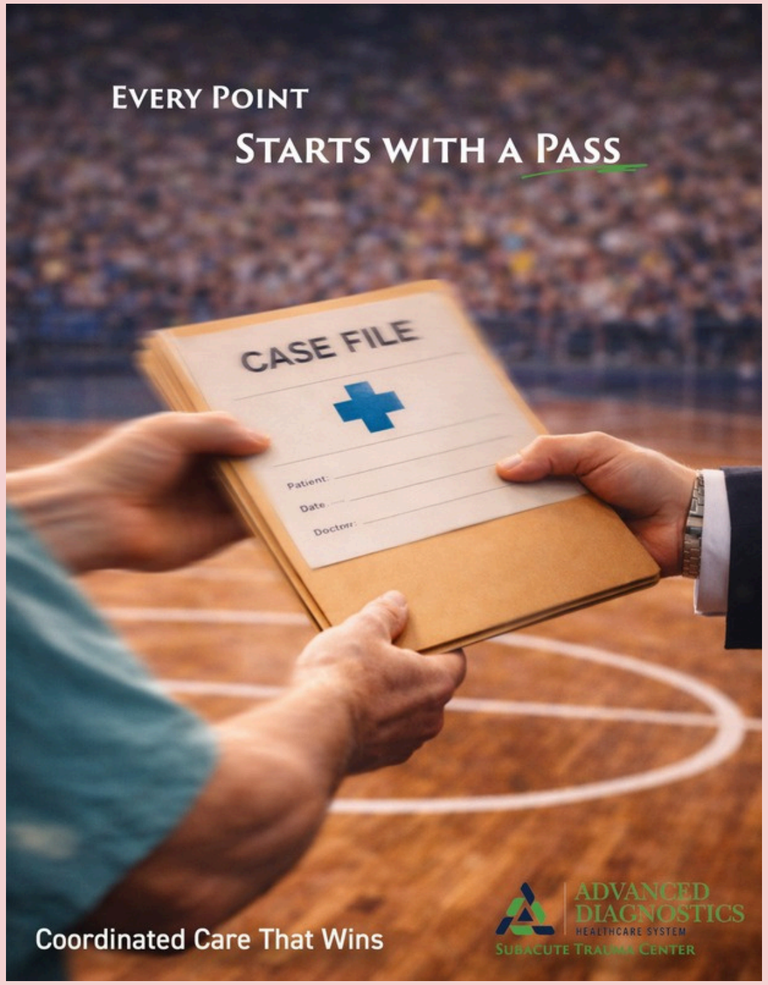
- Dallas and Houston metropolitan areas
- Personal, tangible touchpoints and reinforce human connection

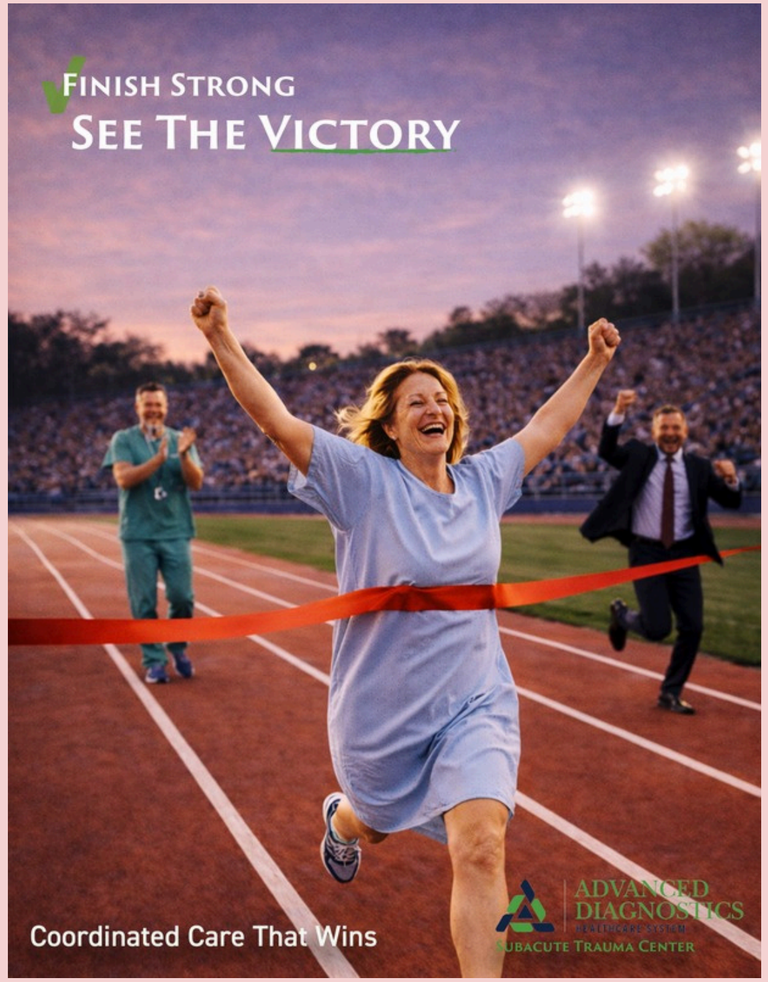
All example pitches and press lists are attached in the Google Drive link provided from Tango's Exec Department.

BEYOND BETTER RELATIONSHIPS:

Print







BEYOND BETTER RELATIONSHIPS:

Audio

PODCAST ADS

Build reliability through presence, tone, & repetition

- $3000 for 12 episodes over 6 months
- Guaranteed Reach: 10,000 per episode





SPOTIFY ADS

Bought through impressions targeting specific audiences.

- Costs per listener
  - (1,000 listeners)



HOW WE CAN DO BETTER IN RELIABILITY

Through aligned documentation and goals, trust thrives and pushes everyone forward.



BEYOND BETTER RELIABILITY:

TTLA ANNUAL CONVENTION

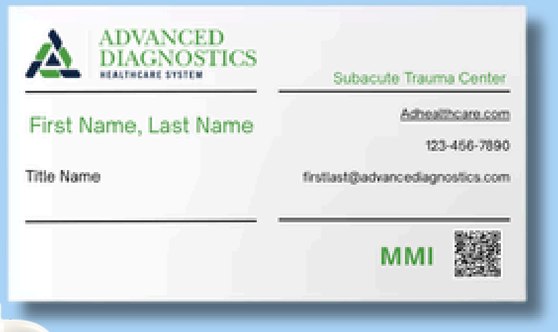
Texas Trial Lawyers Association is the largest association of plaintiff's attorneys in Texas

Approximately ~$13,000

Dallas, TX November 2027



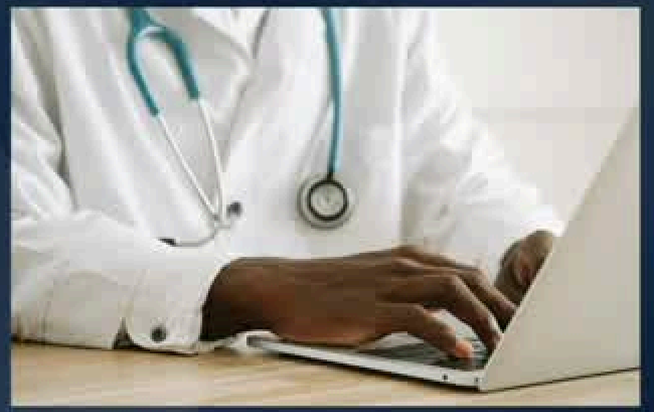


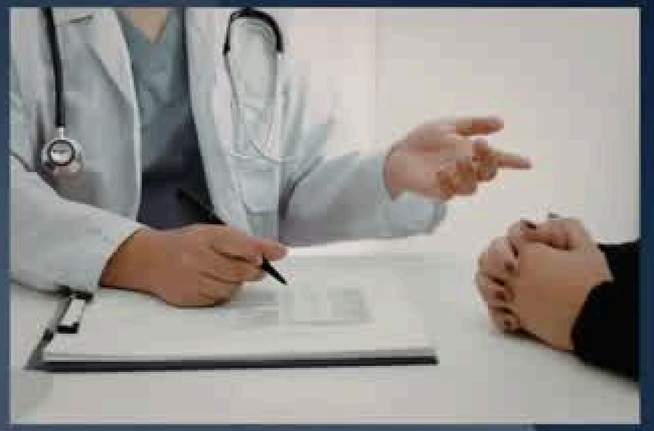




ADVANCED DIAGNOSTICS

HEALTHCARE SYSTEM





Contact Us

Want to know visiting hours or other hospital-specific information? Please call our central information line at:

+1 (346) 768 3390

info@adhealthcare.com

We look forward to hearing from you!

Meet Our Doctors

Dr. Lucky Chopra



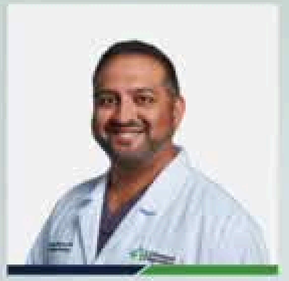
Dr. Lucky Chopra is a Houston-based physician and founder of Advanced Diagnostics Healthcare System. With over 30 years of experience, he is known for advancing trauma care and healthcare innovation.

Dr. Raj Thakur

Dr. Raj Thakur is a Houston-based radiologist and CEO of Advanced Diagnostics Healthcare System. With over 20 years of experience, he specializes in minimally invasive, image-guided treatments and focuses on improving patient care delivery and outcomes.



Dr. Girish Gidwani



Dr. Girish Gidwani is a board-certified radiologist at Advanced Diagnostics Healthcare System, specializing in minimally invasive procedures with a focus on interventional oncology and venous disease. He brings leadership experience from serving as Chief of Radiology and is dedicated to advancing patient care and community involvement.

BEYOND BETTER RELIABILITY:

The Henry Private Brunch – TTLA Conference Weekend, Dallas

Silver Tier Event

A Morning with ADHS - End of November, Dallas

- Space Rental
- Max 200 people
- Buffet
- Gifts





Approximately ~$8,500

BEYOND BETTER RELIABILITY:

Always in your corner.

PLAYING LOCAL

- Local health events
- Health awareness moments
- Community Engagement

HOUSTON CHRONICLE

The Dallas Morning News



LinkedIn

- **35,000 to 65,000+** impressions per month
- Increased Spend: Summer & Winter



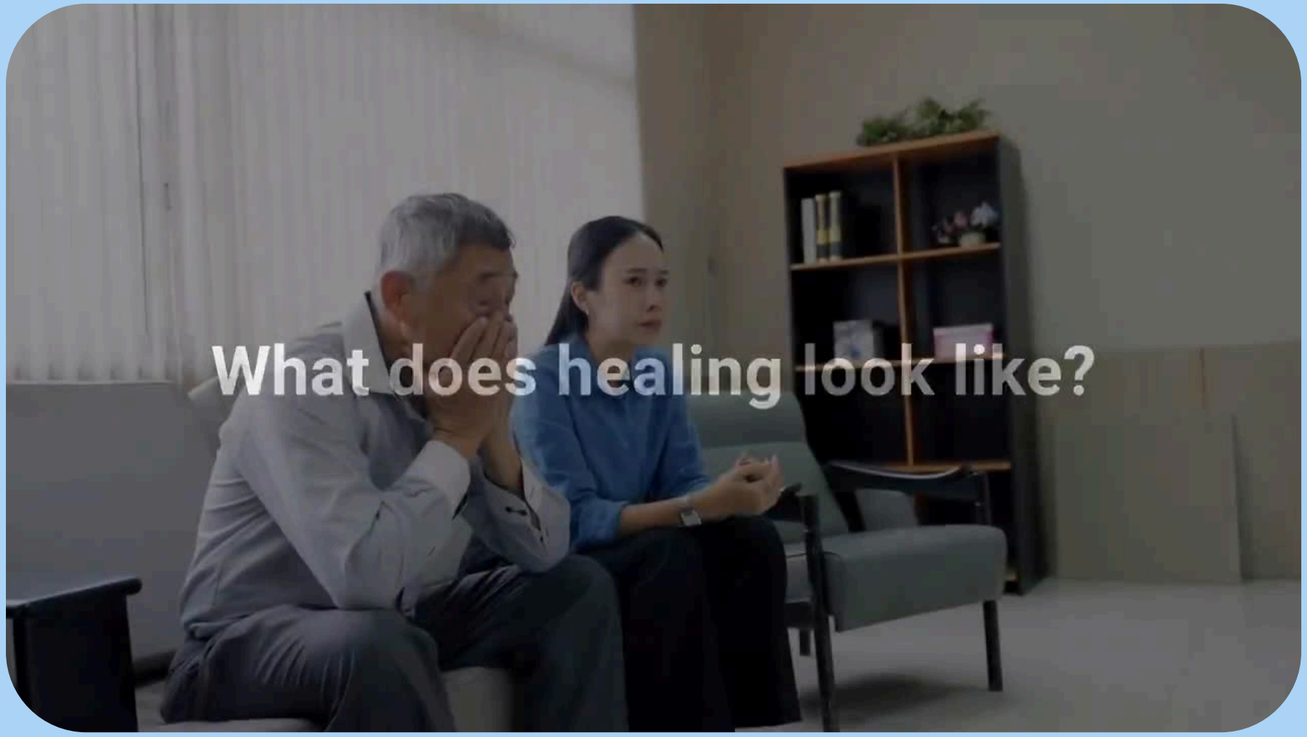
October 1, 2026

What attorneys should know about subacute trauma and hidden injuries

BEYOND BETTER RELIABILITY:

Digital Video

Increase brand awareness across the state of Texas, promoting reliable Beyond Better Help to targeted households.



$3000 a month
in August & December

Estimated Daily Impressions
- 11,000 - 13,000

$2500 a month
in July & November

Estimated Daily Impressions
- 9,600 - 11,000

HOW WE CAN DO BETTER IN RESULTS

Lawyers see the wins through patient healing and case success, and ADHS sees wins through increased referrals.

BEYOND BETTER RESULTS:

Increasing Visibility

Advanced Diagnostics

What is **MMI**?

Where to find **Trauma** care?

Serving a patient with a **Brain Injury**

How long will I have **Delayed Pain**?

Hospitals for **Workers' Comp** in Texas

How do you search on Google?

Provide clinical authority, case utility, and *outcomes.*

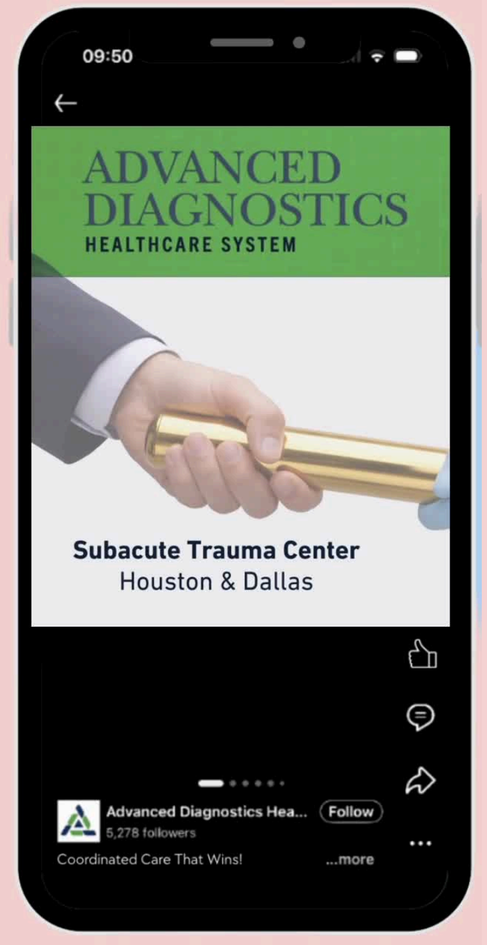
Practitioner-focused. Authoritative Voice.

Approximately ~$10,560
Digital Marketing Intern at 22/hr

BEYOND BETTER RESULTS:

Social Content Calendar

Help coordinate ADHS messaging across platforms, including Facebook, LinkedIn, Instagram, and blog content. The calendar includes: news, blogs, socials, holidays, press opportunities







Click here to see our Content Calendar!

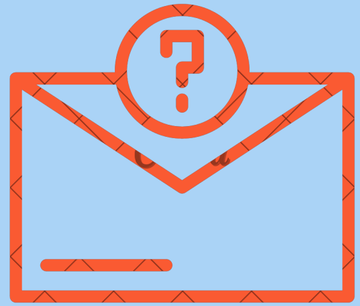
BEYOND BETTER RESULTS:

Search

STRATEGY

- Metropolitan areas
- Phrase Examples:
  - “Delayed pain diagnostic imaging workers comp”





PRICING

- **Total:** $12,000
- Total Expected Leads: 40-75 total attorney inquiries

THIS IS HOW YOU WILL BE BEYOND BETTER

KPIs / Measurements

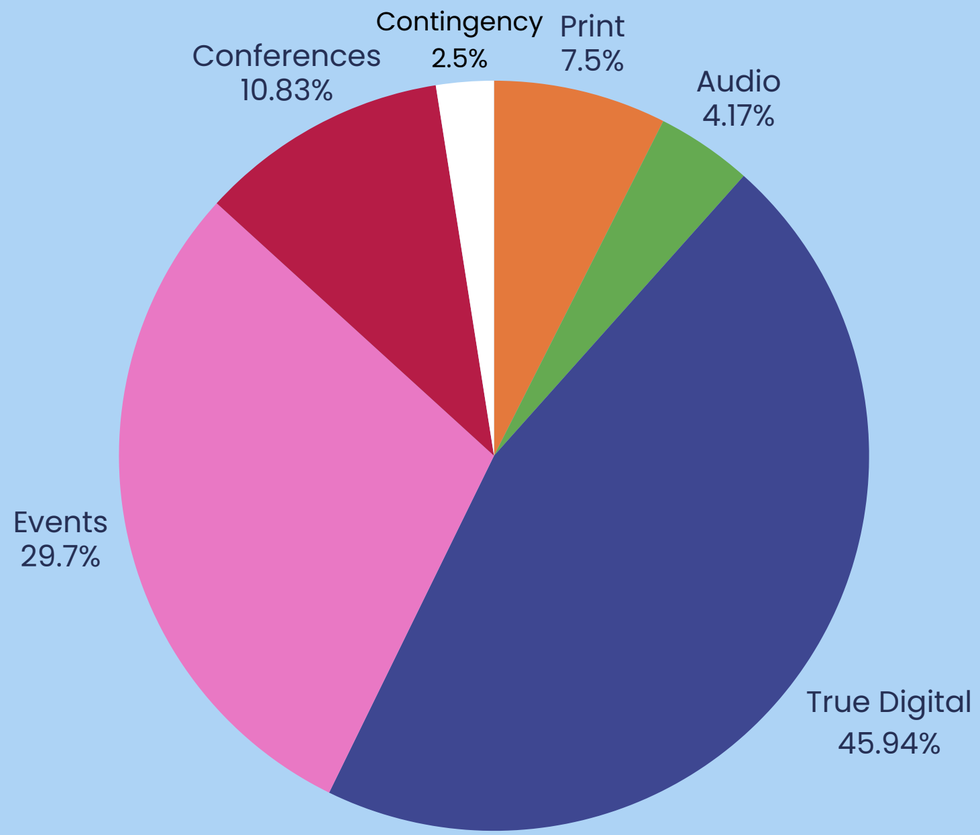
Legal Publications : Reach & Circulation
1.9M+ Total Monthly Impressions

Digital Video : Daily Reach
Targeted Saturation

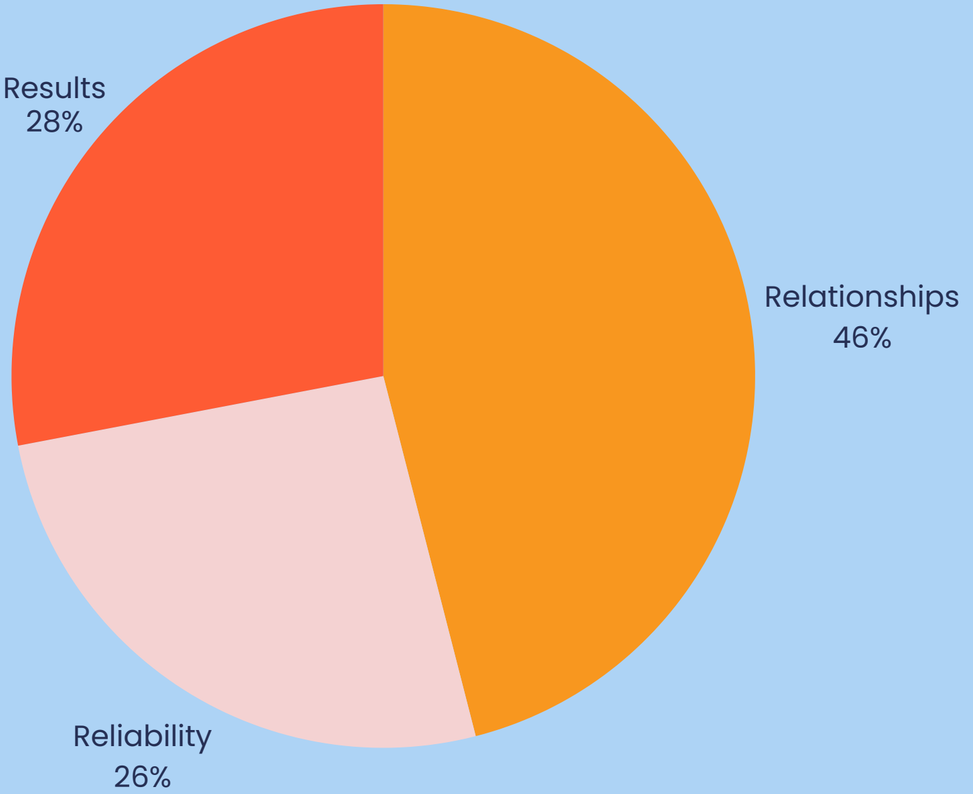
SEM: Conversion Volume/Click-Through Rate
40-75 Attorney Inquiries

BUDGET BREAKDOWN

Media Mix



Campaign Pillars



THIS IS HOW CARE WINS

This campaign coordinates every media touchpoint to achieve one unified outcome: making ADHS the trusted name Texas attorneys turn to for post-trauma recovery.





THANK YOU

for your time and attention

Contact: hcl587@my.utexas.edu