

# SUCCESS: HEALTH CARE

**WOKV AM and FM listeners are Baby Boomers, the biggest segment and most lucrative market for medical care. The following list of businesses is just a sample of those who have used WOKV AM and FM to attract patients:**

- “We agreed to put together an initial radio campaign with WOKV to introduce our business to the Jacksonville community. We are only two full days into our campaign and we have already generated several times the call volume than we had originally anticipated.”

Dan Kearney  
**Clinical Neuroscience Solutions**

- “Our client, Dr. Coluccelli called us to ask what radio station they were running on this week because their phones were ringing non-stop! We told him it was WOKV and he was pleasantly surprised since Dr. Coluccelli had not tried WOKV before. Needless to say, they are very happy with the results!”

Sandy Starling  
**Hoffman Agency**

- “Every time Life Care runs, they get calls. That’s why they have to wait to get back on the air since they can only handle so many patients at one time.”

Les Loggins, VP  
**Empire Communications for LifeCare**

- “We have always used the newspaper as our primary marketing vehicle until we ran a schedule on WOKV. We were so impressed by WOKV, immediately after our commercials ran, we got phone calls. We got over 60 phone calls in only one week. We never got this kind of results with the paper.”

Eva White  
**Jacksonville Center for Clinical Research**

**LET OUR HIGHLY TALENTED MARKETING TEAM TAKE YOU THROUGH THE PROCESS THAT ALLOWED ALL OF THESE CLIENTS TO HAVE SUCH GREAT SUCCESS. WE WANT TO ADD YOUR BUSINESS TO THIS LIST!**



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