



Tomorrow's Healthcare ... Today.

OBJECTIVE:

Divine Savior Hospital, a rural hospital that had been providing healthcare to the surrounding communities for more than 85 years, decided to build a new hospital to overcome negative perceptions about its quality of care. The hospital wanted to raise \$3 million in additional funding, promote its new facility, upgrade its image, and increase market share.

TARGET AUDIENCE:

Adults living in the hospital's immediate community and the surrounding areas.

STRATEGY:

Create and implement an attention-getting, comprehensive marketing plan that positioned the new hospital as a state-of-the-art facility with an experienced, knowledgeable staff.

CREATIVE:

We developed billboards, print ads and radio spots highlighting the features and benefits of the new hospital, which ran throughout construction and after the building opened. Our media team scheduled radio and TV interviews for hospital executives, as well as arranged interviews and placed feature articles with daily and weekly newspapers in the area. We utilized direct mail to encourage continued financial donations and promote the Grand Opening Celebration, which included tours and a health fair with games and prizes. And, we created media protocols for disseminating information in response to media inquiries.

RESULTS:

Divine Savior saw an immediate increase in patient numbers.

The hospital received more than 55 media placements (TV, radio, and newspapers) over approximately eight months, more than 7,000 people attended the Grand Opening and, by opening day, it had raised nearly \$2 million of the additional funds needed. As a result of the success of this program, Divine Savior enlisted our help with several additional campaigns.

Ads



Direct Mail



Newsletter



Billboard



Coloring Contest

