A puzzling campaign: Illustrations lead the way to a suburban campus

by Kandace McLaughlin

Getting the word out about a new facility is difficult enough. But in the highly competitive Boston market, standing out is crucial if you want to stay on your game.

The 128-bed Tufts Floating Hospital for Children, part of the 451-bed Tufts-New England Medical Center, wanted families in the Boston community to know about the level of care and the convenience offered at its two suburban Boston locations. To develop a campaign that would set it apart, Tufts Floating Hospital for Children turned to Jennings Co. in Chapel Hill, NC.

Rules of the game

“Boston is known to some as the ‘Medical Mecca.’” says Dan Dunlop, president of the Jennings Co. ad agency. “They have some of the top hospitals in the world there. When you have a shining-star facility like Tufts Floating Hospital for Children, it can be overlooked among all the competition. We needed to create something that would get attention.”

There were two main objectives behind this campaign. The first was to express the quality of care offered at the academic facility. “Many doctors were educated at these facilities. The goal became to elevate the brand,” Dunlop says.

The second goal was to alert the community that there are top-level facilities outside downtown Boston. Brooke Tyson Hynes, vice president of public affairs and communications for Tufts Floating Hospital for Children, reflected on her personal experiences to illustrate why location is so important when marketing hospitals in the Boston area. “As a kid I had scoliosis, so when I had to go to an appointment, it meant a half day off from school, driving into traffic,” she says. “We’re going after taking that frustration away from going to the hospital and [the patients] not having to commit half their life to seeing a doctor.”

Earning points

Keeping those objectives in mind, the creative team developed several concepts. One in particular came from Bob Kochuk, a creative director at Jennings. “We wanted to make it appropriate for children,” Kochuk says. “We thought, ‘What about a children’s activity book?’”

continued on p. 3
Cover story: Tufts Floating Hospital for Children

Tufts-New England Medical Center launches an outdoor, integrated campaign to promote its floating facilities. Using creative transit, billboard, and movie theater advertisements made to look like a children’s activity book, the campaign stands out in an area of fierce competition. With ads that feature games, puzzles, and rebuses, Tufts Floating Hospital for Children gets the word out about alternative care outside the busy, metropolitan area of Boston.

p. 12 Guerrilla marketing

St. Joseph Hospital launches an outdoor campaign with guerrilla marketing elements. With eye-catching billboards and messages that embrace our text-messaging society, this campaign speaks to a younger target market.

p. 18 Campaign spotlight

Akron General Medical Center launches a daring billboard campaign with imagery so lifelike it serves as a catalyst for major buzz . . . and even prompts a call to local police.

p. 22 Interactive campaign

Bloomington Hospital hosts an unusual and effective awareness campaign complete with a 40-ft-long display piece called the Colossal Colon and affectionately dubbed Coco. Created as a tool to teach people about colorectal cancer, the 4-ft-tall Coco is a traveling, educational exhibit meant for crawling through and exploring.

p. 28 New print collateral

An innovative piece of print collateral helps one healthcare facility raise awareness and bring in new business. The z-card holds a lot of information but is small enough to fit in your target consumer’s pocket.
Tufts
continued from p. 1

“We wanted it to be tongue-in-cheek and simple so people could get the message,” Dunlop says. The design that the agency pitched to the hospital was just as conceptualized—simple, fun, and created with activity book paper as the backdrop for the printed imagery.

“We really liked the design and the activity book concept, except it looked a little out of date on the activity book paper. We asked them to add color, and it really made it pop. It made it more modern looking,” Tyson Hynes says.

Take a ‘chance’ card

An important part of ensuring the campaign’s success was making sure families in the community could see the various campaign elements. “Boston is a difficult market to do media cost effectively,” says Dunlop. “When the ads are moving around in town [on outdoor or transit], it’s more cost-effective.”

“We did a good job of getting into the roots of the community,” Tyson Hynes says. “We asked ourselves, ‘Where do families go?’ Using billboards, bus wraps, cinema screen, commuter rail, direct mail, print, and local radio as media, the campaign appeared on elements that appeal to and are widely seen by the target audience.

The ads are colorful, fun, intriguing, and eye-catching, and get the message across in a fun and unusual way. “To me, the ubiquitous sense of outdoor is that you’re a part of the community,” says Tyson Hynes. “You’re physically part of the workings of the day-to-day living. We used the mediums we did because it allowed us to show our strongest attributes and to be in the view of our target consumers. You can’t guarantee that with something like newspaper.”

With mazes, word puzzles, illustrated characters, and rebus games, the concept is not only unique but also memorable.

“What was great for me after the campaign was launched was feedback I received while working at the greeter’s desk for the facility,” says Tyson Hynes. “We take turns there greeting patients, and I had just taken brochures from the campaign, fresh from the printer, to the

Tufts Floating Hospital for Children

continued on p. 4

Direct mail postcards were sent out to 5,000 consumers with children who live near the specialty centers.

Which one will you not need when going to a Tufts pediatric specialist?

(You won’t need a map.)

Forget the long drive into downtown. We’re bringing pediatric specialists to you, right here in Woburn. Physicians from Tufts Floating Hospital for Children at Tufts-New England Medical Center now provide different specialty services every day of the week, everything from pediatric cardiology to neurology and gastroenterology.

Visit TuftsCareForKids.com or call 781-977-0240.
Tufts Floating Hospital for Children

Tufts
continued from p. 3

various departments. I had one leftover sitting on top of the desk, and a little girl came by and asked her mother if she could have it. She thought it was a real activity book, and it appealed to her. It showed me that this campaign is creative enough that it can get to the heart of a kid. It was a classic ‘a-ha’ moment.”

Bonus round

Referring physicians were another target market for the campaign. In order to properly introduce the Tufts Floating Hospital for Children to area physicians, the hospital created a fact sheet and sent it in a media kit basket that included breakfast foods, a brochure, a Rolodex card, referral cards, a card with bios of the physicians, and other basic pieces of information presented in a friendly and personable way.

“The pediatricians and family physicians in these suburban communities have long-standing referral relationships. For the viability of the new Tufts pediatric specialty centers, it was vital that we introduce the team of Tufts specialists to the community physicians and establish a comfort level with the quality of care Tufts will be delivering,” says Dunlop. “What Tufts-New England Medical Center is offering these physicians is the best possible subspecialty care for their patients in a location that often eliminated the need for their patients to make the long drive into Boston.”

Tallying the score

Although the bulk of the campaign is just hitting this fall, the feedback so far has been positive, says Tyson Hynes.

“I received an e-mail from our Chelmsford location soon after the campaign launched saying the phones were ringing off the hook. I can’t be sure it was from the campaign, but you’d like to think so.”

“I love the campaign,” Dunlop says. “The activity book device is perfect for the target audience. The tonality is bright and positive, while the convenience and quality messages come through loud and clear. It’s a winner.”

The campaign will continue to run through to the end of the year.

Don’t forget!
You have an appointment.

Pediatric Specialty Center | Woburn
Tufts Floating Hospital for Children

When referring patients, contact:
phone: 781-897-0240
7 Alfred Street
Woburn, MA 01801

Your next appointment with ___________________________ is

□ Mon □ Tues □ Wed □ Thurs □ Fri
Date_________________ Time___________ □ AM □ PM
Location_______________________

If unable to keep this appointment, kindly notify us at 781-897-0240.

Along with a breakfast basket, media kits with appointment cards, a Rolodex card, and physician profiles were sent to local physicians.
Physician fact sheets introduced local physicians to the professionals at Tufts Floating Hospital for Children to put a face to the name of the person to whom they would be referring patients. The sheets are handed out at meetings with referring physicians.

Tufts Floating Hospital for Children

Boston, MA • 128 beds

Contact: Brooke Tyson Hynes, Vice President of Public Affairs and Communications

Address: 750 Washington Street
Tufts-New England Medical Center #294
Boston, MA 02111

Phone: 617/636-0205
Fax: 617/636-4269
E-mail: btysonhynes@tufts-nemc.org

Agency: Jennings Co.

Agency contact: Dan Dunlop, President

Agency address: 104-A North Elliott Road
Chapel Hill, NC 27514

Agency phone: 919/929-0225
Agency fax: 919/968-8278
Agency e-mail: ddunlop@jenningsco.com

For permission to reproduce part or all of this newsletter for external distribution or use in educational packets, please contact the Copyright Clearance Center at www.copyright.com or 978/750-8400.
Tufts Floating Hospital for Children

A microsite (www.tuftsforkids.com) was created for the campaign. The budget didn’t allow for a whole Web site to be constructed, so a welcoming page was created to make the campaign as integrated as possible.

For permission to reproduce part or all of this newsletter for external distribution or use in educational packets, please contact the Copyright Clearance Center at www.copyright.com or 978/750-8400.
Tufts Floating Hospital for Children

Web banners were placed on local media Web sites.
Outdoor transit advertising was a major component of this campaign. From bus wraps to posters on the train platform and in the cars to billboards, pieces of the campaign could be seen all along the major commuter routes.
For permission to reproduce part or all of this newsletter for external distribution or use in educational packets, please contact the Copyright Clearance Center at www.copyright.com or 978/750-8400.

Tufts Floating Hospital for Children

PEDIC TRIC SPECI LTY C RE H S NOW RIVED

We get an A+ for bringing Tufts pediatric specialists to you. Great doctors from Boston now in Chelmsford and Woburn.

Pediatric Specialty Centers
Tufts Floating Hospital for Children

TuftsCaresForKids.com

Hoping to reach people in the community in their day-to-day lives, cinema screen advertising was also used in local theaters.

Connect the dots to see who’s bringing pediatric specialists to the suburbs.

FLOATING

That’s right, Tufts Floating Hospital for Children. Great doctors from Boston now in Chelmsford and Woburn.

TuftsCaresForKids.com

Pediatric Specialty Centers
Tufts Floating Hospital for Children
Tufts Floating Hospital for Children

Can you find the fastest route to Tufts pediatric specialty care?

You don’t have to put up with downtown traffic. Tufts Floating Hospital for Children at Tufts-New England Medical Center now has a Pediatric Specialty Center in Woburn. Specialties include pediatric cardiology, pulmonology, gastroenterology, neurology, developmental behavioral, and more. It’s the same top doctors your kids would see in the city. Only they’re a whole lot closer.

Visit TuftsCaresForKids.com or call 781-897-0240

Pediatric Specialty Center | Woburn
Tufts Floating Hospital for Children

Here’s a hint: it’s in Woburn. Tufts Floating Hospital for Children at Tufts-New England Medical Center now has a Pediatric Specialty Center in Woburn. Specialties include pediatric cardiology, pulmonology, gastroenterology, neurology, developmental behavioral, and more. It’s the same top doctors your kids would see in the city. Only they’re a whole lot closer.

Visit TuftsCaresForKids.com or call 781-897-0240

Pediatric Specialty Center | Woburn
Tufts Floating Hospital for Children
Print ads, as seen above and on the previous page, were placed in local and regional publications, including Parents & Kids Magazine, The Boston Globe, Woburn Daily Times, and the Lowell Sun.
Guerrilla marketing

From conservative to catchy: Out-of-the-box advertising

by Kandace McLaughlin

When the community views your Catholic hospital as compassionate and conservative, reinventing your image may not be high on your list of priorities. For many hospitals, in fact, the goal of a branding initiative is to simply maintain their positive image. But because the 208-bed St. Joseph Hospital in Nashua, NH, wanted to attract a younger demographic, a change was definitely in order.

Stand out

Seeking an out-of-the-box concept, St. Joseph began working on the campaign with Aloysius Butler & Clark (A-B-C) in Wilmington, DE. “Our goal with our campaign was to begin getting the community to think of St. Joseph Hospital in a different way,” says Melissa Sears, director of marketing and communications for St. Joseph. “Traditionally, our advertising has focused on what the consumers already thought about us. Our messaging has been very traditional, very clinical, very boring, and thus very easy to not notice given the barrage of messages consumers are bombarded with every day.”

In addition to revamping the hospital’s image, Sears wanted to stand out among heavy competition. “The hospital is located in southern New Hampshire. There are approximately 23 hospitals within a 50 mile radius, with our nearest competitor one mile down the same street,” Sears says.

A-B-C worked with Sears to design a creative based on the concepts and messaging that St. Joseph wanted to get across to their target markets—individuals aged 18-35, women, families, and those target consumers in St. Joseph’s primary and secondary service areas. “Melissa stimulates great creative. She likes uniqueness and left us to develop a unique concept,” says John Hawkins, president of A-B-C. “The

continued on p. 14
We're here to help.

Always Be Connected at this year’s SHSMD™ conference. AB&C will be sponsoring the first-ever wireless hot spot lounge inside the Marriott Wardman Park Hotel where attendees will have easy Internet access. Bring your laptop or handheld device to “AB&C’s Hot Spot at SHSMD” and make a fresh connection in our comfy oasis close to sessions.

Aloysisus Butler & Clark
A fresh perspective in marketing communications
www.a-b-c.com/healthcare
800-848-1552
Guerrilla marketing

St. Joseph

continued from p. 12

concept behind the creative for the campaign came from one billboard concept. We came up with a number of ideas to find out what the client liked or didn’t like; then the rest of the creative for the other campaign elements were chosen out of options that we presented.”

The first billboard they created was simple, clear, and eye-catching. The copy, “Slip Happens. We’re here for you when it does,” was placed next to a large image of a banana peel with the hospital’s logo and Web site address below. The billboard was displayed on one of the only two major highways cutting through southern New Hampshire, and the launch was timed for Memorial Day weekend, the highest traffic weekend of the year, according to Sears.

Another billboard, which will only run through the summer months, features a skateboarder in mid-jump with the words “See You Next Fall” across the billboard with the hospital logo and Web site address. “The timing for the ‘See You Next Fall’ billboard was scheduled to coincide with the long holiday weekend kicking off the summer when skateboarders are beginning to utilize the park [and] throughout the summer when school is out,” says Sears. The billboard was placed across the street from a skateboard park.

Reach out

In addition to the billboards, St. Joseph wanted to try some nontraditional media vehicles. “We wanted to get outside of ourselves,” says Sears. “We wanted to use guerrilla marketing tactics.” To get away from the traditional and to appeal to a younger demographic, St. Joseph and A-B-C based the ad copy around the text-message generation, using a text-message-like font for the headline “SPF is your BFF” in one portion of the campaign.

“By leveraging the text-message lingo, we were able to promote the use of sunscreen while providing increased visibility to families and young people who frequented the pools during the summer,” Sears says.

The messages were placed on posters at all of the local public pools for the summer. “We originally also wanted to put the message at the bottom of the pools. However, it was thought that it might lead to maintenance and safety issues,” says Hawkins. Instead, they printed the message on tubes of sunscreen that were handed out at every local pool on its opening day.

Text-messaging phrases were used to urge local youth to use sunscreen.
Another part of the campaign strategy included a “green initiative.” “We rolled out new, environmentally friendly cups to generate buzz while promoting our emergency department,” Sears says.

Printed on the cups is the phrase “Spills, Chills, or Ills?” In addition, print advertising with the same message was used in various local publications. This campaign element is set to be in place for about six months—or until all the cups are distributed.

**Measure out**

So far the various campaign elements have been successful in creating positive word of mouth for the hospital. “There has been a tremendous amount of buzz in our community,” says Sears. “The messages really got the community talking about St. Joseph. I really think we achieved our goal of cutting through the clutter and getting folks to stop and think of us in new and different ways.”

Of course, as with any campaign, there were some mixed reviews. “There were only a handful of people who didn’t like it,” says Sears. “Being a Catholic institution, they thought the plan wasn’t an appropriate tactic, but mixed reaction is to be expected. When doing a campaign like this, you have to prepare people internally for that reaction.”

“Outdoor can be more of a challenge,” she adds. “I think it depends on how you do it. Like any other medium, it has to hit the target, and you have to be pretty clever. But it can also be effective. We’ve gotten more buzz from this campaign than any [other] we’ve done.”

“We’ve worked with St. Joseph in the past, and this sort of campaign has always been a desire—to do something more fun,” Hawkins says. “With healthcare advertising that’s not typical, you get a conversation starter. This campaign was cute, fun, light, and full of spirit.”

---

**St. Joseph Hospital**

Nashua, NH • 208 beds

Contact: Melissa Sears, Director of Marketing and Communications

Address: 172 Kinsley Street  
Nashua, NH 03060

Phone: 603/882-3000, Ext. 63205

Fax: 603/595-3115

E-mail: msears@sjh-nh.org

Agency: Aloysius Butler & Clark

Agency address: 819 Washington Street,  
Wilmington, DE 19801

Agency contact: John Hawkins, President

Agency phone: 302/655-1552

Agency fax: 302/655-3105

Agency e-mail: jhawkins@a-b-c.com

---

**Guerrilla marketing**

---

**SPF IS YOUR BFF**

Remember to wear sunscreen every day.

---

ST. JOSEPH HOSPITAL Oncology Center

---

For permission to reproduce part or all of this newsletter for external distribution or use in educational packets, please contact the Copyright Clearance Center at www.copyright.com or 978/750-8400.
Guerrilla marketing

This message was used to promote the emergency department at St. Joseph. More than 50,000 "green" coffee cups will also be distributed through the hospital café with the same message. This print ad was placed in various regional publications.

SPILLS, CHILLS OR ILLS?

We’re here for you.

At southern New Hampshire’s largest acute care hospital and trauma center, our highly trained and dedicated emergency department staff is prepared for it all. No matter the ailment, you can count on us for excellent emergency care.

ST. JOSEPH HOSPITAL
TRAUMA CENTER

www.stjosephhospital.com
Guerrilla marketing

The "Slip Happens" billboard was placed along a main highway with high-volume traffic in southern New Hampshire during the Memorial Day weekend and throughout the summer.

The "See You Next Fall" billboard was placed near a skateboard park and ran through summer vacation.
Wellness campaign has people looking up in Akron

by Kandace McLaughlin

When someone called the police to report a man hanging off of a billboard, Mary Brackle, director of marketing at Akron (OH) General Medical Center, knew she had done her job well. The 537-bed facility was already known locally for its medical center and nationally for its wellness center. So when Akron General decided to launch an additional wellness facility, the marketing department wanted to make sure it would make a big splash.

Attention-grabbing elements

Working with the BVK agency in Milwaukee, the hospital launched a fairly typical campaign using print, TV, and radio. The print pieces ran in local newspapers, including The Akron Beacon Journal and The Cleveland Plain Dealer, and in local weekly community publications. The radio spots ran on local radio stations, and the TV spots ran on local stations within the Cleveland market area and on cable buys as well (which included TNT, Discovery, CNN, ESPN, TBS, and FOX Sports Ohio).

However, when it was time to look at the billboard portion of the campaign, Akron pushed the agency to create something that would stand out. “We really needed something that would make people look up and remember,” Brackle says.

To start, they created a mostly blank billboard with the image of a man hanging by his hands from the top edge, looking as if he might fall. Another mostly blank billboard showed a woman pushing against the side of the ad to stretch, wearing workout gear.

This billboard, which appeared to have a man hanging from it, was launched with a blank background in order to get commuters’ attentions.
With no logo or call to action on the billboards, the billboard vendor, Clear Channel, got calls asking who had put out the campaign. But Akron asked it not to tell anyone who was behind the campaign. “We wanted to maintain that element of mystery,” Brackle says.

Then, someone called the police to report that someone was hanging off of a billboard.

“The man is 2-D—flat—not 3-D. At first glance he might appear real, but it’s fairly obvious it’s not a real person,” says Brackle. With so much discussion surrounding the campaign, and a police call on record, it was time to plan the reveal.

**The reveal**

The reveal included adding the Akron name, branding, logo, copy, and other image elements to the preexisting billboards. Beneath the hanging man, they added a large pillow and the words “In case of emergency.”

The ad with the woman stretching got similar treatment and was used to promote the wellness facilities. The words “Make room for wellness” were placed at the very bottom of the billboard, allowing white space to counter-balance the overall look of the ad. The Akron logo was also placed on the same line. The wellness messages will continue to change throughout the campaign.

Taking a risk with the creative seemed to pay off with plenty of buzz surrounding the mysterious ads and the reveals. Several news outlets covered the billboards, and the facility has gotten a lot of positive feedback. “Using a multimedia approach for us has worked well,” Brackle says. “Our organization has been fairly quiet in the market up until this initiative. We take great pride in the advertising that we do and feel it was a success.”

The reveal was launched two weeks later, which included the hospital’s branding logo and a giant pillow beneath the hanging figure, to advertise the emergency department at Akron General.
The billboard with the woman stretching was also launched with a blank background. The reveal added the hospital’s branding logo and the words "Make room for wellness."

Akron General Medical Center
Akron, OH • 537 beds
Contact: Mary Brackle, Director of Marketing
Address: 400 Wabash Avenue
Akron, OH 44307
Phone: 330/344-7170
Fax: 330/996-2384
E-mail: mbrackle@agmc.org
Agency: BVK
Agency address: 250 West Coventry Court
Milwaukee, WI 53217
Agency phone: 414/228-1990
Agency fax: 414/228-7561
Web site: www.bvk.com
Print ads were used to further support the outdoor initiative.

IN CASE OF EMERGENCY.

Last year, more than 80,000 people trusted the Emergency Department at Akron General. Because it’s the only one in Northeast Ohio that holds accolades for Level 1 trauma, stroke and chest pain. To expand the availability of outstanding emergency care, the Akron General Health & Wellness Center-North located in Stow features a 24-hour Emergency Department, too. It’s good to know this level of trust is always ready when you need it.

AKRON GENERAL
Never underestimate the power of trust.

WELLNESS REMINDER: If unsure of emergency, it is always best to call 911.

Receiving prompt evaluation and treatment at the nearest Emergency Department can save a life.

AKRON GENERAL
Never underestimate the power of trust.

MAKE ROOM FOR WELLNESS.

Over the past 11 years, the people of Akron have entrusted their health to the Akron General Health & Wellness Center-West. Now with its Health & Wellness Center-North, located in Stow, Akron General has expanded its leadership in prevention, early detection and wellness. Because keeping you out of the hospital is the best medical treatment there is. For the latest wellness programs, visit akrongeneral.org.

AKRON GENERAL
Never underestimate the power of trust.

WELLNESS REMINDER: It’s important to understand what cholesterol is and how to control it because it is a major risk factor for heart disease and stroke.
Interactive campaign

Crawling toward awareness with Coco the Colossal Colon

by Kandace McLaughlin

When Janice Ross, a nurse at the Olcott Center for Cancer Education at Bloomington (IN) Hospital told her colleagues about Coco, the reaction was mixed. “We needed some type of way to increase awareness. So I was searching to see what might be available and came across the Colossal Colon,” Ross says.

“They laughed at me,” she adds. Eventually, though, Ross’s coworkers came around. “It’s a different direction, and at first we just joked about it,” says Michelle Ann Crowe, communications coordinator at Bloomington Hospital. “But we saw how innovative it is. It supports the cause of spreading awareness [about colorectal cancer and the newly branded Regional Cancer Institute] without crossing the line into being unprofessional, and it does it in a unique way.”

Constructing the colon

The Colossal Colon was created by colon cancer survivor Molly McMaster after a visit on the Today show. According to the Colon Club Web site, Katie Couric urged McMaster to come up with a creative way to spread awareness. When a friend died from colon cancer, McMaster knew she had to do something in her memory.

Coco, which is 40 ft long and 4 ft tall, is made of fiberglass. Within the oversize colon are images of different stages of colorectal cancer, polyps, and various diseases of the colon along the crawl path, which is padded with a rubber runner. “It’s a great teaching tool. Inside there are actual pictures...
of different stages of colon cancer, and there are windows so you can stand up or look out while inside of it,” Ross says.

In order to make Coco a success, the Olcott Center for Cancer Education collaborated with other departments to ensure the experience would provide well-rounded colon health education. At the event, information stations included dieticians, gastroenterologists, esophagastroduodenoscopy (EGD) scopes and technicians, physical therapists, a local American Cancer Society representative, and volunteers wearing polyp costumes.

**Raising awareness**

Getting the attention of the community was another major part of fulfilling the campaign’s overall goals. The event was scheduled to be held in the local mall because of the amount of foot traffic the location provides. “We decided to use the creative that our agency Hirons & Co. [in Bloomington, IN] developed for the different advertising options the mall had to offer,” says Crowe. Additional mall advertising elements included large banners, posters, table tents, and large stand-alone posters. “We also did print in the local newspaper, billboards, and local radio,” Crowe says.

“The advertising for the campaign was great,” Ross says. “We know this is a topic people don’t like to talk about, so in the advertising we tried to keep things light. I mean, it’s not a topic to talk about at a cocktail party, and the advertising was very straightforward about that.”

**Bigger-than-life results**

Although the planning took about eight months, the event lasted only four days. “The reactions were what we expected. We heard a lot of comments... continued on p. 24
Interactive campaign

Coco

continued from p. 23

about it, looks from afar, but mostly people were really intrigued,” Ross says. “The youngest person to crawl through Coco was three years old, and our oldest was an 88-year-old man.”

“This event got a great response,” says Crowe, “more than I had seen with anything else I have done between the hospital and the community. Getting out there gave us the opportunity to talk about what we were doing and allowed us to get people engaged and interested in what we were doing. You’re never going to get that kind of response from a paper campaign.”

More than 3,000 colorectal kits were distributed at the event. Because this was a campaign geared toward awareness, a lot of the results will be based over a long period of time. “It’s a rare opportunity as a marketer when you can potentially save lives,” says Crowe. “The goal of this event was more of a human clinical goal. We wanted to increase the number of colon cancers found in stages zero and one and decrease the amount found in stages three and four. We wanted people to get information on the need for a colonoscopy so that they could come into the facility for earlier screenings.”

“Coco really allowed us to look outside the box,” says Ross. Although they won’t be using the display again any time soon, the event was such a success that the hospital staff members are currently brainstorming what to do next. “What made this event stand out is that the concept was original. We’re actively looking for other body parts,” says Crowe.

Information kits were sent out by Bloomington Hospital to local professionals to raise awareness of the event and the facility.

Bloomington Hospital

Bloomington, IN • 355 beds

Contacts:  Michelle Crowe,
Communications Coordinator
Janice Ross, RN, MSN, OCN

Address:  405 North Rogers Street
P.O. Box 1149
Bloomington, IN 47402

Phone:  812/272-5828
Fax:  812/353-9321
E-mail: mcrowe@workwithmac.com
jross@bloomingtonhospital.org

Agency:  Hirons & Co.
Agency address:  Bloomington, IN
“Strategic Planning & Marketing Solutions from Thomson Healthcare helped our team at Tallahassee Memorial HealthCare create effective strategic business plans based on accurate demand forecasts. The result was increased market share in three of our primary counties by 23%, 12%, and 4%.”

G. Mark O’Bryant

PRESIDENT & CHIEF EXECUTIVE OFFICER
TALLAHASSEE MEMORIAL HEALTHCARE

Better numbers.
Better care.

Strategic Planning & Marketing Solutions from Thomson Healthcare helped Tallahassee Memorial develop demand projections in all the counties it services down to the DRG for each service line. This initiative, led by vice president & chief performance improvement officer Cynthia Blair, enabled Tallahassee Memorial to identify which service lines needed improvement, and where to focus efforts. Now that’s a win-win situation.

Thomson Healthcare is the market leader in healthcare information products, offering both unparalleled benchmarking services and the insight you need to make the data pay off by driving business growth, managing costs, and improving patient care.

Thomson Healthcare
(800) 366-7526
www.thomsonhealthcare.com

Medstat & Solucient are part of Thomson Healthcare.

©2007 Thomson Healthcare
All rights reserved.
Interactive campaign

"LET'S TALK ABOUT COLORECTAL CANCER."
Not the best way to start a cocktail party chat.
An excellent way to save a life.

YES. IT'S A GIANT COLON YOU CAN CRAWL THROUGH.
Is there nothing medical science can't do?

Learn more — visit the Colossal Colon® at College Mall Center Court February 2 - 5.

Learn more — visit the Colossal Colon® at College Mall Center Court February 2 - 5.

Billboard, print, and in-mall advertising were used to promote the event.
Marketing for healthcare is a unique challenge.

Let us guide you.

Subscribe to this FREE e-newsletter today for original content and timely analysis on the hottest marketing topics including:

» Physician sales and relations
» Measuring ROI
» Business development
» Marketing service lines
» Public relations
» Fund raising and much more!

NEW!

Sign up for FREE!
www.healthleadersmedia.com/marketing

Submit your campaign today!

Does your healthcare facility have an effective communications campaign that you want profiled? Submit basic campaign elements, in print or on a CD, along with the campaign submission form located on the back page of this issue to the editor at:

HealthLeaders Media
200 Hoods Lane, P.O. Box 1168
Marblehead, MA 01945

Or call Kandace McLaughlin at 781/639-1872, Ext. 3335, or e-mail at kmclaughlin@hcpro.com for additional information.

Upcoming Webcasts

Marketing to Women: Proven techniques to reach key healthcare decision-makers
Thursday, November 15
1–2:30 p.m. (EST)

During this Webcast, learn how targeting women with effective marketing and programs directly affects your hospital’s bottom line. Hear from two hospitals that are reaping the benefits of marketing to women, as well as a healthcare marketing consultant who will dig down into the key niches of the female demographic. Get innovative ideas that you can implement to bring in new and recurring business for your healthcare organization.

Marketing Orthopedic Service Lines
Thursday, December 13
1–2:30 p.m. (EST)

Thinking about launching a campaign to market your hospital’s orthopedic services? Before you do, taking time to research and ask questions can ensure your marketing dollars are wisely spent. In this 90-minute Webcast, market research specialists will outline the things every marketer should know when considering an orthopedics campaign, including whether the timing is right for your message in the market. Hear from one of your hospital marketing colleagues, who will share the story of his institution’s latest orthopedics campaign and the importance of branding your service line.

To participate in either of these Webcasts, visit www.hcmarketplace.com or call HCPro customer service at 877/727-1728.

For permission to reproduce part or all of this newsletter for external distribution or use in educational packets, please contact the Copyright Clearance Center at www.copyright.com or 978/750-8400.
New print collateral

Expanding business with information-packed ‘pocket media’

by Kandace McLaughlin

Ad campaigns usually include the basics—print, posters, brochures, billboards, TV, and radio. But the 25-bed Queen of Peace Hospital in New Prague, MN, found an alternative that allowed it to communicate a great deal of basic information in a very small format.

The z-card, which is about the size of a business card when closed, folds out to reveal a full page of information. Compact and durable, it has a long shelf life—encouraging consumers to tuck it away in a glovebox, pocketbook, wallet, or kitchen drawer for future reference.

The product was inspired by European passports of about 15 years ago, according to Tim Kunhardt, president of Z-Card North America in New York City. The passports included folds of paper in the back that expanded for country-to-country stamping and tracking. The design allowed a lot of information in a small package.

Kunhardt calls it “pocket media.”

“We used the z-card model to create long-lasting, durable, personal medical cards that people could keep with them in one place,” says Marla Mayer, director of community relations for Queen of Peace. The hospital partnered with a local ambulance service to print basic medical information in case of an emergency on 10,000 cards that can be personalized by patients. The cards were distributed to the community through clinics and EMS personnel and at education sessions. “It’s a great tool,” says Mayer.

The cards became so integrated into the community, with so many people carrying them, that the nursing staff members and EMS personnel are now trained to ask for them when patients come to the hospital, Mayer says. “It really was a great community benefit project, and it wasn’t that expensive. If we could afford it at our size, anyone could,” Mayer says.

Endless possibilities

Z-cards come in many sizes, shapes, and forms with endless possibilities for customization. “The cards are great because they allow for a lot of information in a small space,” says Kunhardt. “There’s so much information on the Internet, it can be overwhelming. These cards allow marketers to get out more than a flash of impact.”

Z-cards and other fold-out products have been used by mass market corporations, but they’re especially well-suited to healthcare, says Kunhardt.

“The most amazing thing about the cards is that people keep them. They keep the cards in their possession longer than other forms of printed material. By binding the information, the consumer sees them almost as minibooks. What do people do with books? Do they read them once and throw them away? No, they keep them. These cards are no different in the consumers minds than books are,” says Kunhardt.

Although unique, the cards are only as successful as the information that is in them. “What you put inside is what is valuable, and we encourage facilities choosing the product to include useful information within them that will be useful over a long period of time. We ask marketers, ‘What information do you have that people can keep?’ We don’t pretend we know what they..."
should be printing; we just ask them to focus on what’s really important to them,” Kunhardt says.

Queen of Peace Hospital used this print collateral to display its contact information, services, and branding and left room for patients to add their own personal medical information. But this type of product offers marketers a plethora of possibilities for design and content.

Basic graphics were used for the front and back of Queen of Peace Hospital’s z-card. The hospital’s basic information was a major focus. The inside components have templates for the personal medical information and include a map of where the facility is located.
New print collateral

Because most of the design process is customizable with this type of print collateral, Z-Card North America offers several different models that can also be used, including a c-format and a k-format.

Queen of Peace Hospital

New Prague, MN • 25 beds

Contact: Marla Mayer, Director of Community Relations
Address: 301 Second Street NE, New Prague, MN 56071
Phone: 800/584.6667, Ext. 301
E-mail: mmayer@qofp.org

Company information: Z-Card North America
Address: 39 Broadway, Floor 32, New York, NY 10006
Phone: 212/797 3450
Fax: 212/797 1530
Contact: Tim Kunhardt, President
Web site: www.zcard.com

For permission to reproduce part or all of this newsletter for external distribution or use in educational packets, please contact the Copyright Clearance Center at www.copyright.com or 978/750-8400.
New print collateral

In addition to the basic folding formats, there are also minibooks and other forms of print collateral that could be developed based on the needs of your campaign.

Index

Sources

Jennings Co., Chapel Hill, NC ......................... 1
Tufts-New England Medical Center, Boston ............. 1
Aloysius Butler & Clark, Wilmington, DE .............. 12
St. Joseph Hospital, Nashua, NH ...................... 12
Akron General Medical Center, Akron, OH ............ 18
BVK, Milwaukee ......................................... 18
Bloomington Hospital, Bloomington, IN .............. 22
HIRons & Co., Bloomington, IN ...................... 23
Queen of Peace Hospital, New Prague, MN ........... 28
Z-Card North America, New York City ............... 28

HAR Subscriber Services Coupon

<table>
<thead>
<tr>
<th>Option</th>
<th>No. of Issues</th>
<th>Cost</th>
<th>Shipping</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print &amp; Electronic 1 yr</td>
<td>6 issues of each</td>
<td>$299 (HARPE)</td>
<td>$24.00</td>
<td></td>
</tr>
<tr>
<td>Print &amp; Electronic 2 yr</td>
<td>12 issues of each</td>
<td>$538 (HARPE)</td>
<td>$48.00</td>
<td></td>
</tr>
</tbody>
</table>

Order online at www.hcmarketplace.com.
Be sure to enter source code N0001 at checkout!

Sales tax (see tax information below)*

Grand total

For discount bulk rates, call toll-free at 888/209-6554.

* Tax Information
Please include applicable sales tax. Electronic subscriptions are exempt. States that tax products and shipping and handling: CA, CO, CT, FL, GA, IL, IN, KY, LA, MA, MD, ME, MI, MN, MO, NC, NJ, NM, NY, OH, OK, PA, RI, SC, TN, TX, VA, VT, WA, WV, WV. State that taxes products only: AZ.

Please include $27.00 for shipping to AK, HI, or PR.
Campaign entry form

Healthcare Advertising Review welcomes submissions from hospitals, healthcare systems, and other healthcare institutions across North America. All campaign elements are welcome, including but not limited to newspaper, radio, television, outdoor, brochures, flyers, direct mail, statement stuffers, and signage. We charge no fee for inclusion in our bimonthly publication, which reaches marketing directors, ad agencies, and healthcare executives everywhere in the United States and Canada.

Date submitted: ______________________  Subject: __________________________________________________________
Contact at hospital/HMO: __________________________________________________________
Name of institution: ______________________  Address (street, city, state, ZIP code): ______________________
Phone number: ______________________  Fax number: ______________________  E-mail: ______________________
Bed size/type of facility: ______________________  Web site: ______________________
Agency: ______________________
Address (street, city, state, ZIP code): ______________________
Phone number: ______________________  Fax number: ______________________  E-mail: ______________________
Contact: ______________________
Objectives of the ad/campaign: ______________________
Target(s) of this ad: ______________________
Budget: ___________________________________________________________________________________________________
Media used:
☐ Newspaper  ☐ TV  ☐ Web banner ads  ☐ Direct mail  ☐ Other: ______________________
☐ Magazine  ☐ Radio  ☐ Statement stuffers  ☐ Outdoor
Duration of campaign: ______________________
Results (e.g., calls, admissions to date, publicity, procedures, etc.): ______________________

Fax: 781/639-2982

We prefer receiving your ad materials electronically via disk or e-mail. Our native format is Mac InDesign. Preferred electronic formats are Quark files, Illustrator EPS, Photoshop TIF/EPS, hi-res JPEG, or PDF. Please ask if you have another format. We also accept ad slicks, veloxes, PMTs, stats, paper linotronic output, or printed copies. Audiocassettes, TV stills, videos in MPEG, VHS format, or slides also should be sent to Kandace McLaughlin, Healthcare Advertising Review, e-mail: kmclaughlin@hcpro.com, 200 Hoods Lane, Marblehead, MA, 01945. Phone: 781/639-1872, Fax: 781/639-2982. Submissions may also be considered for use in our sister publication, Profiles in Healthcare Communications.