

FITZGIBBON HOSPITAL

Marshall, Missouri

**FITZGIBBON
HOSPITAL**

***“IMPROVING THE HEALTH
OF THE COMMUNITY”***

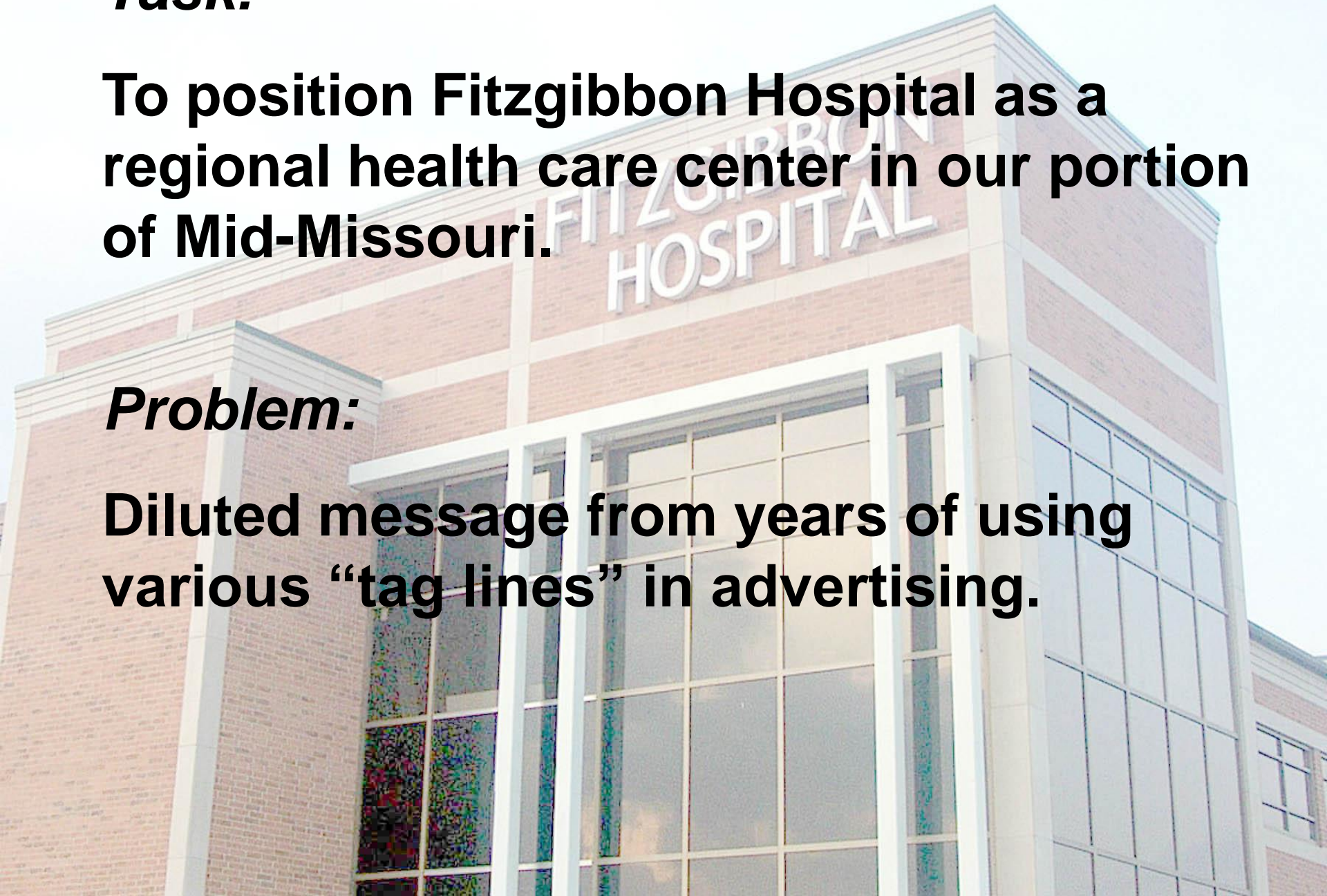


Task:

To position Fitzgibbon Hospital as a regional health care center in our portion of Mid-Missouri.

Problem:

Diluted message from years of using various “tag lines” in advertising.



Solution:

Seems Elementary – but we created a “tag line” that touched on our mission statement and could become an attitude of customer service among staff.

We were also hoping the tag line would become something that was “owned” by the community, not just the hospital and its affiliated clinics and service centers.



FITZGIBBON
HOSPITAL

***“Improving the Health
of the Community”***

We then set about creating all advertising around this “brand.”

Print

Radio

Television

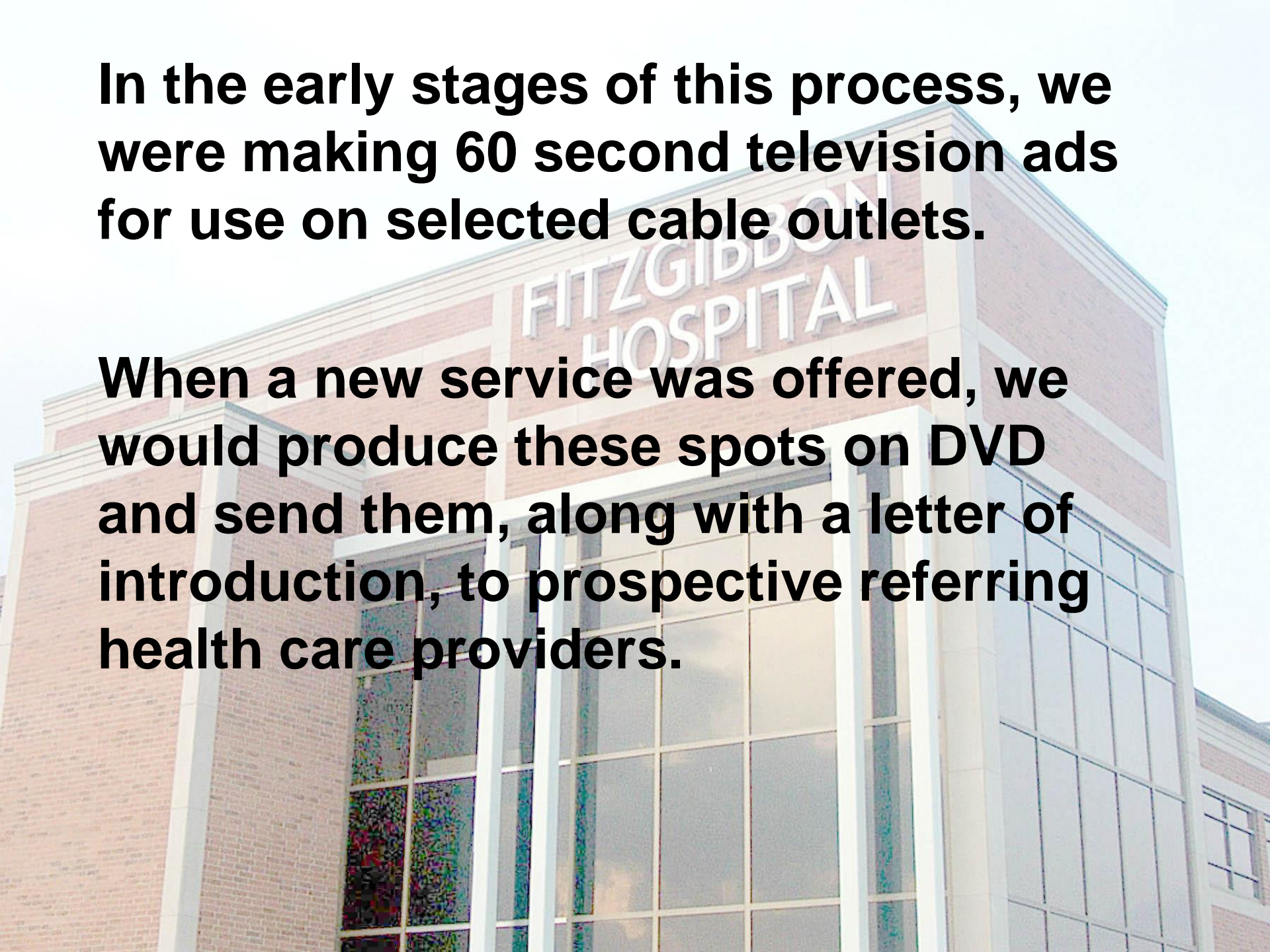
Outdoor Banners

Promotional Items

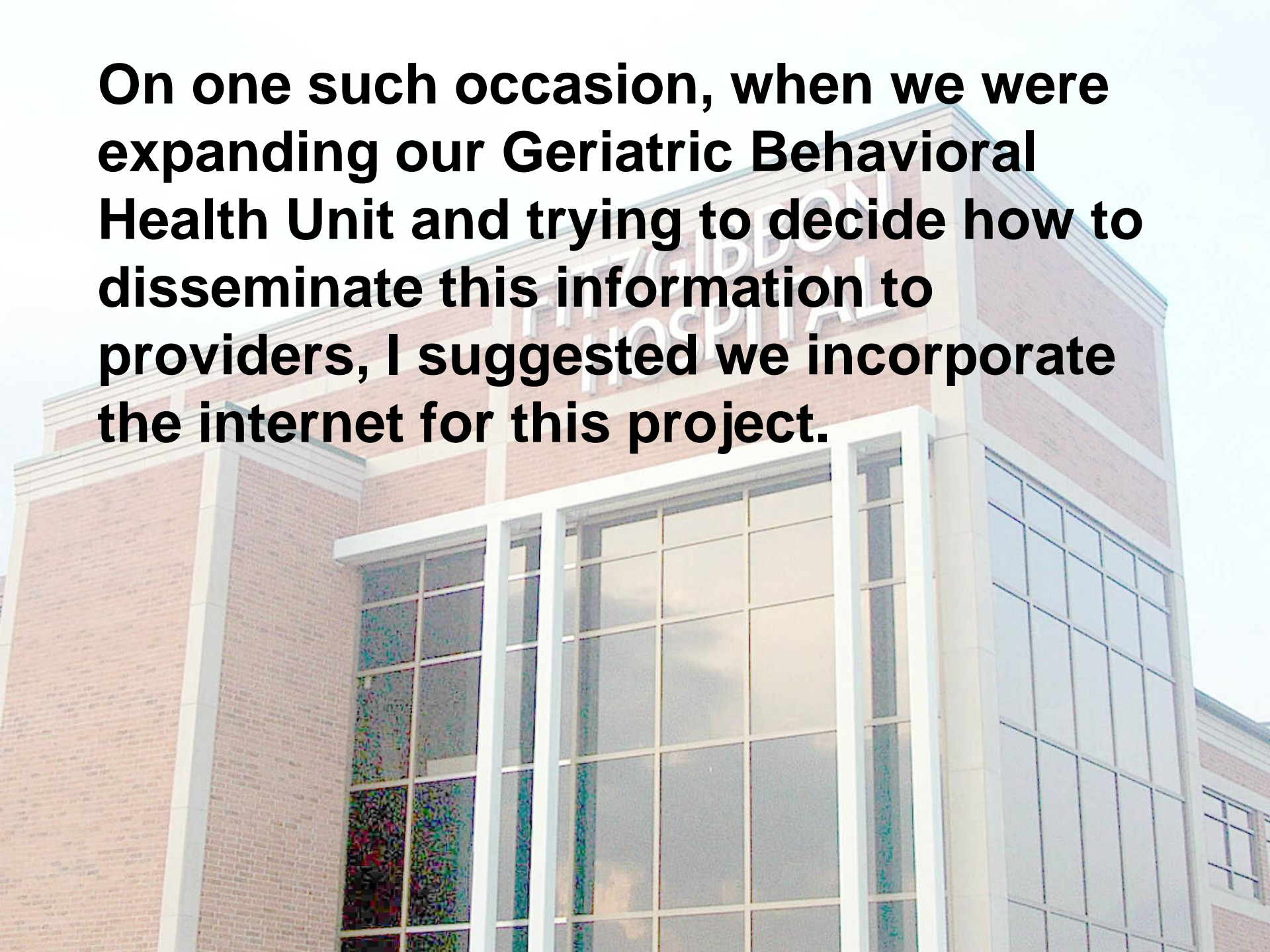


In the early stages of this process, we were making 60 second television ads for use on selected cable outlets.

When a new service was offered, we would produce these spots on DVD and send them, along with a letter of introduction, to prospective referring health care providers.

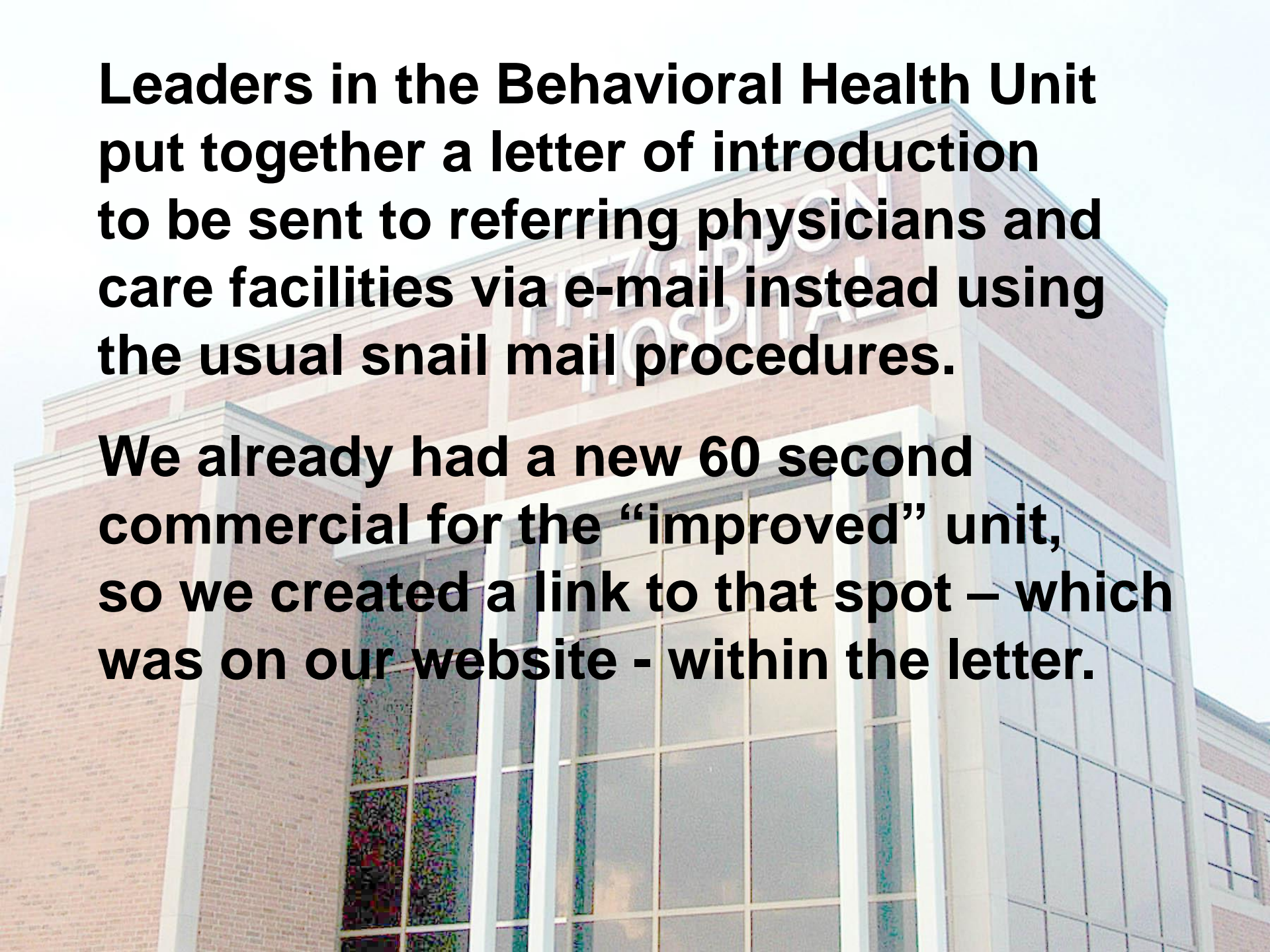


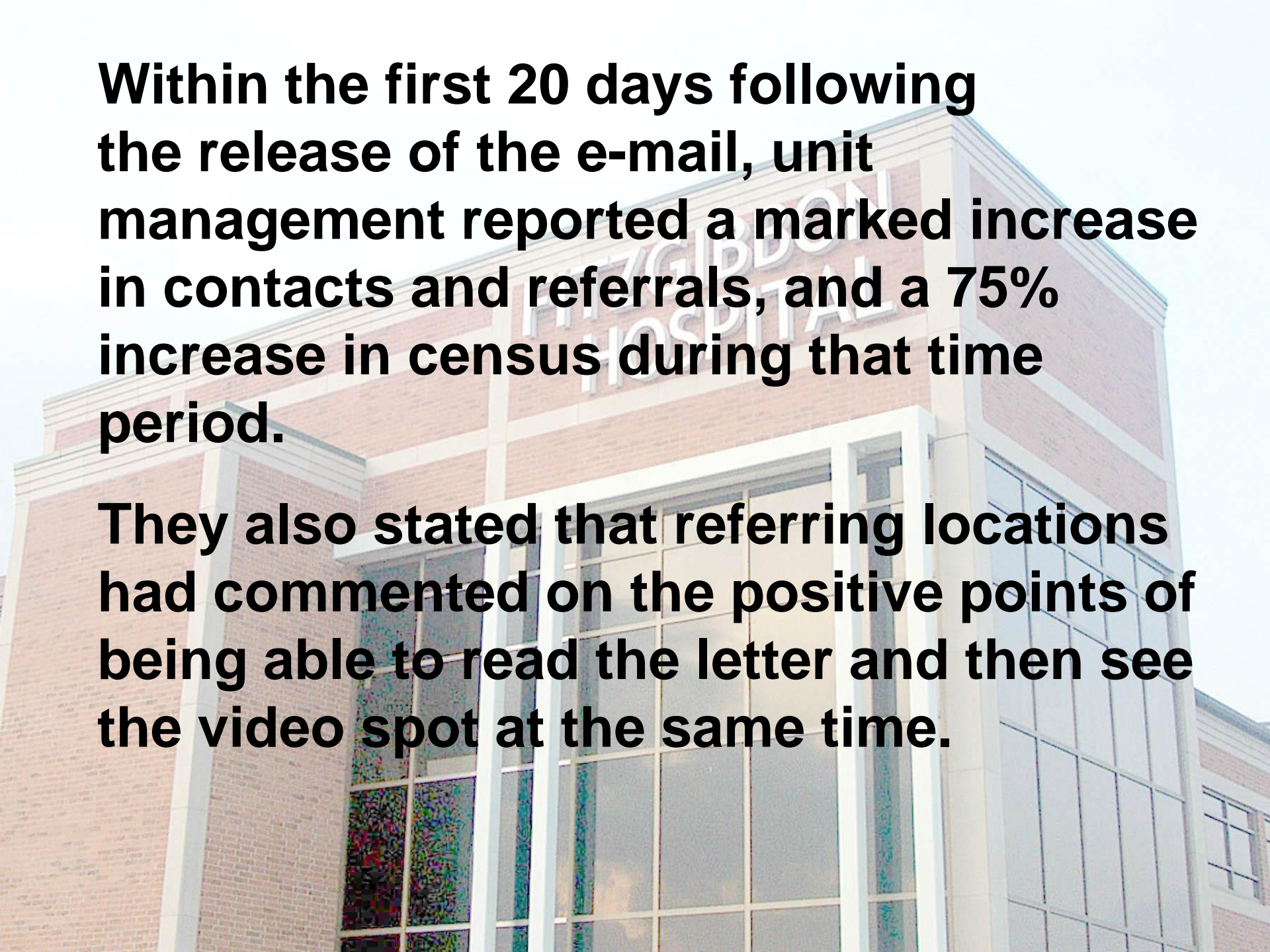
On one such occasion, when we were expanding our Geriatric Behavioral Health Unit and trying to decide how to disseminate this information to providers, I suggested we incorporate the internet for this project.



Leaders in the Behavioral Health Unit put together a letter of introduction to be sent to referring physicians and care facilities via e-mail instead using the usual snail mail procedures.

We already had a new 60 second commercial for the “improved” unit, so we created a link to that spot – which was on our website - within the letter.



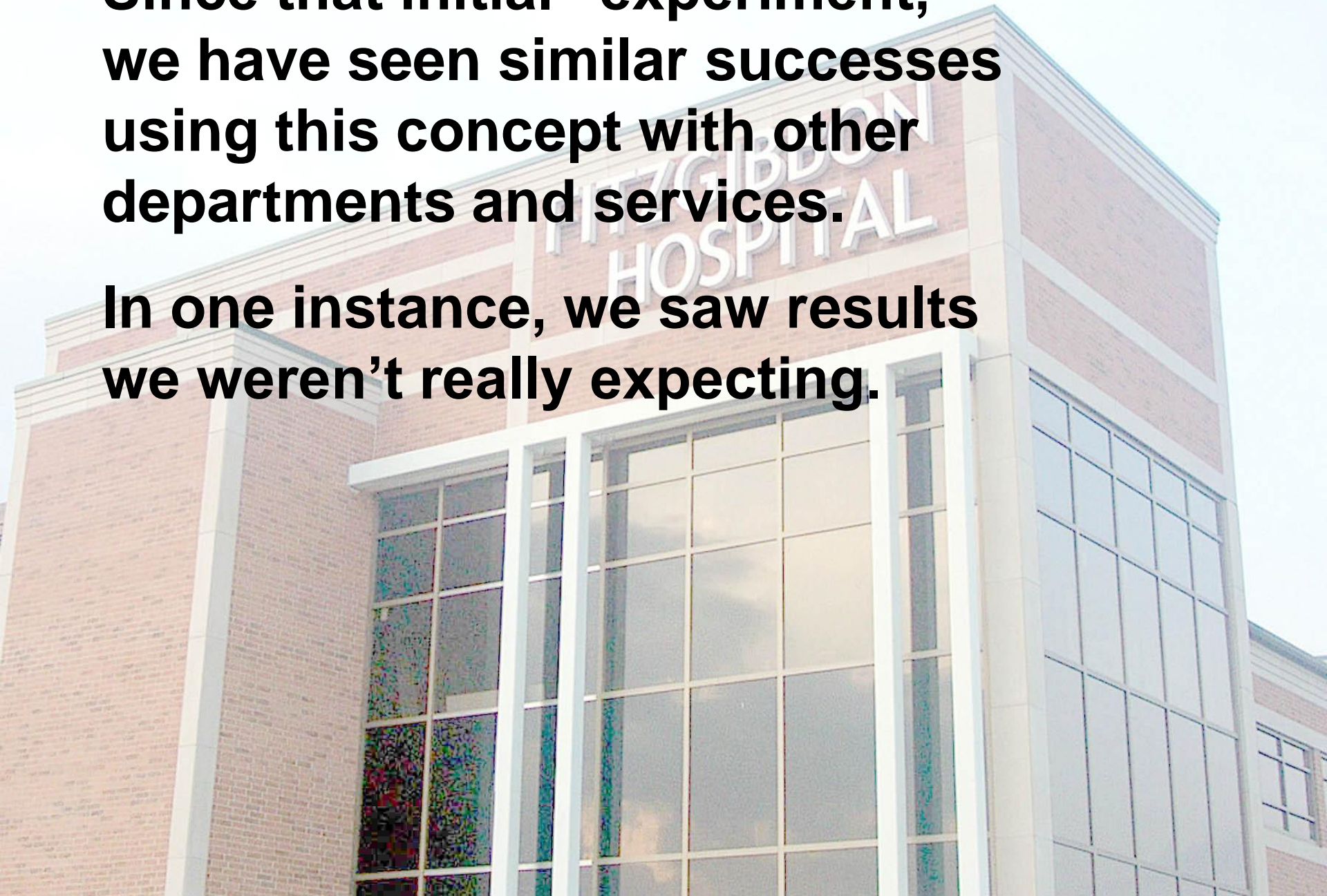


Within the first 20 days following the release of the e-mail, unit management reported a marked increase in contacts and referrals, and a 75% increase in census during that time period.

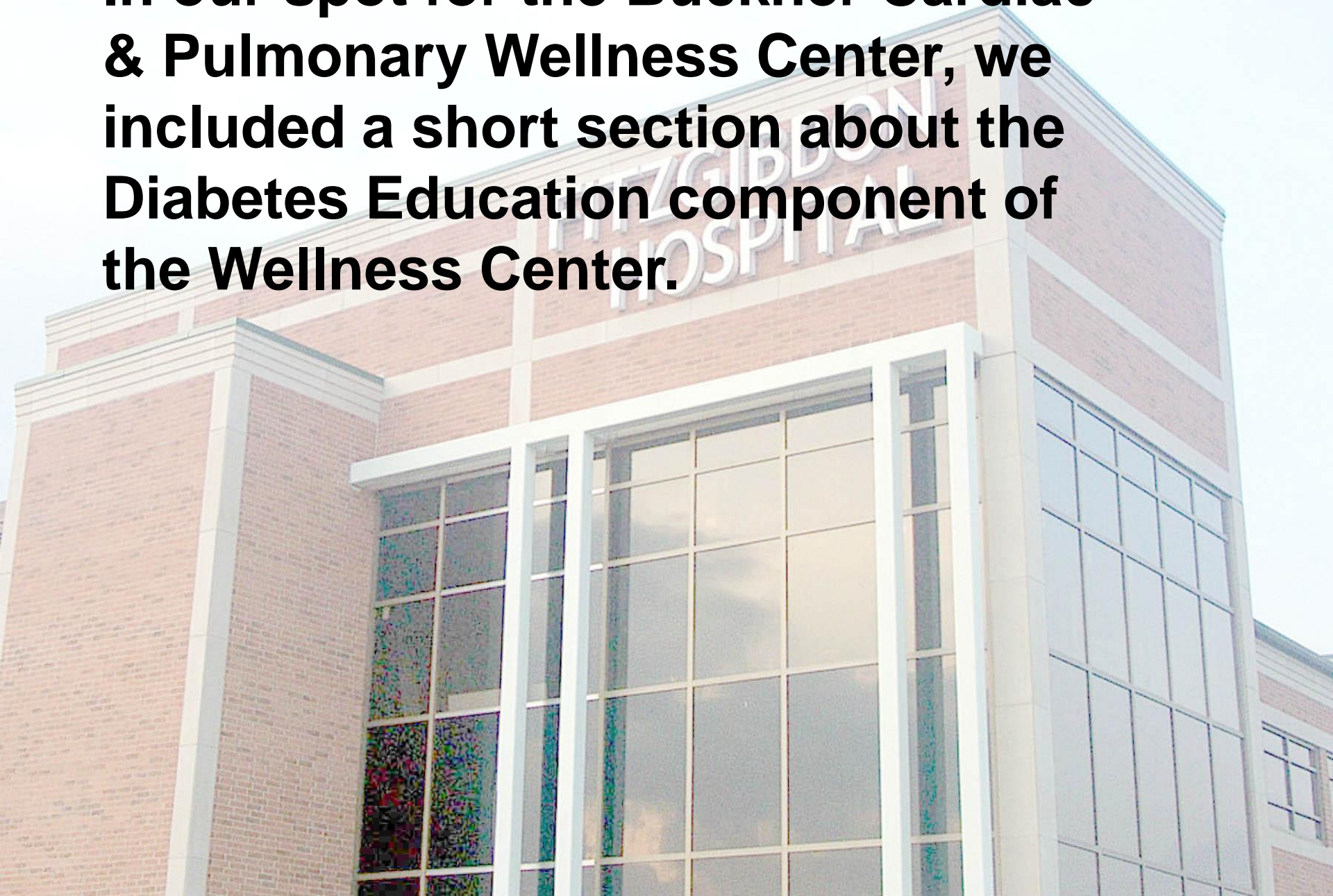
They also stated that referring locations had commented on the positive points of being able to read the letter and then see the video spot at the same time.

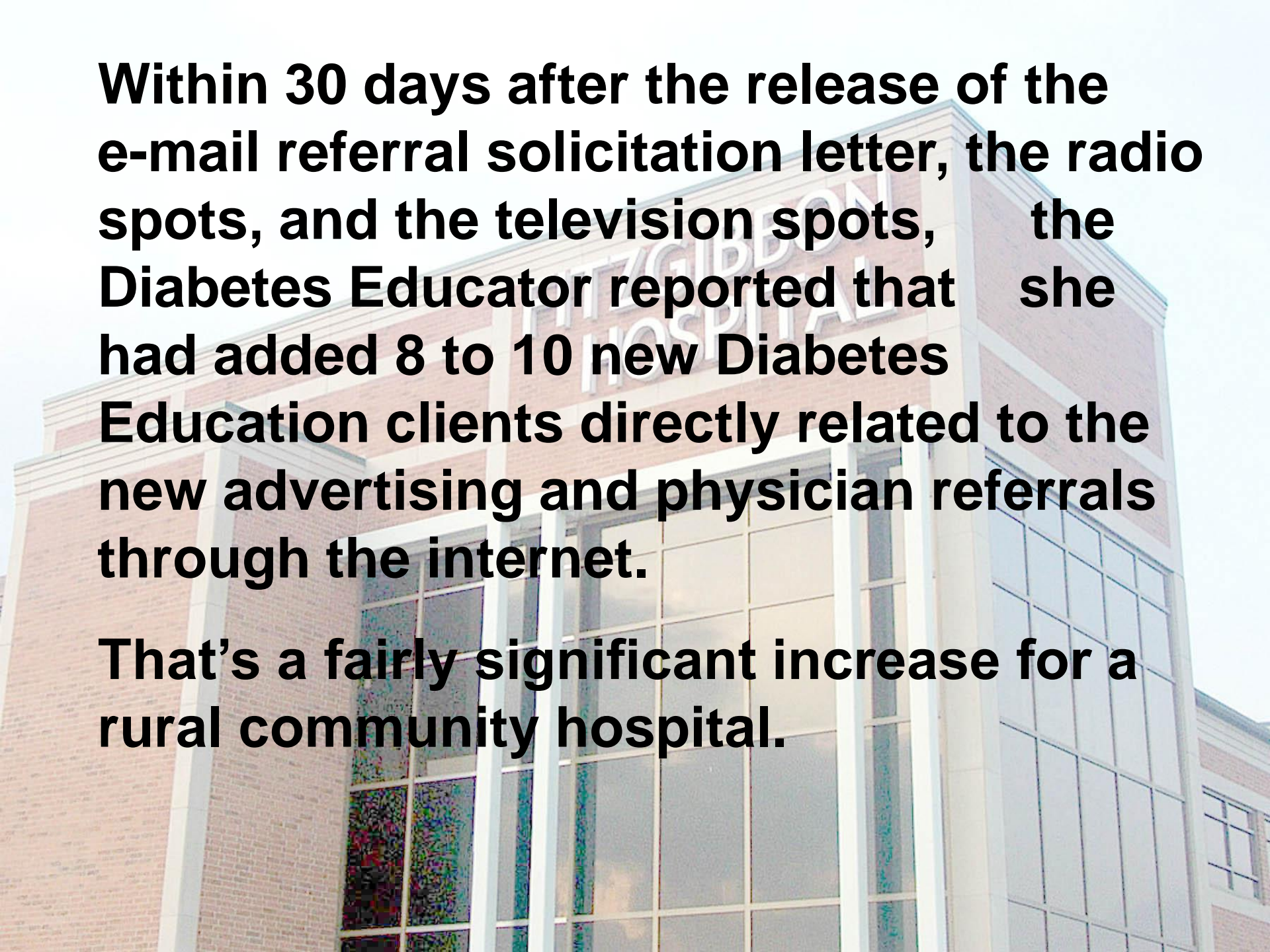
**Since that initial “experiment,”
we have seen similar successes
using this concept with other
departments and services.**

**In one instance, we saw results
we weren’t really expecting.**




In our spot for the Buckner Cardiac & Pulmonary Wellness Center, we included a short section about the Diabetes Education component of the Wellness Center.



The background of the image is a photograph of a large, multi-story brick building with many windows. The words "FITZGIBBON HOSPITAL" are visible in large, light-colored letters on the upper part of the building's facade. The text is overlaid on the image in a bold, black, sans-serif font.

Within 30 days after the release of the e-mail referral solicitation letter, the radio spots, and the television spots, the Diabetes Educator reported that she had added 8 to 10 new Diabetes Education clients directly related to the new advertising and physician referrals through the internet.

That's a fairly significant increase for a rural community hospital.

A photograph of the Fitzgibbon Hospital building, a multi-story brick structure with large glass windows. The words "FITZGIBBON HOSPITAL" are visible on the upper part of the building's facade. The text is overlaid on the image.

Now I would like to show you how the spots we use correspond with our radio presence to create and strengthen the *“Improving the Health of Our Community”* brand at Fitzgibbon Hospital.

You will notice that we use the same voice for all of our video and audio spots.

We believe this helps maintain continuity throughout our advertising campaigns.

FITZGIBBON HOSPITAL

*“IMPROVING THE HEALTH
OF THE COMMUNITY”*

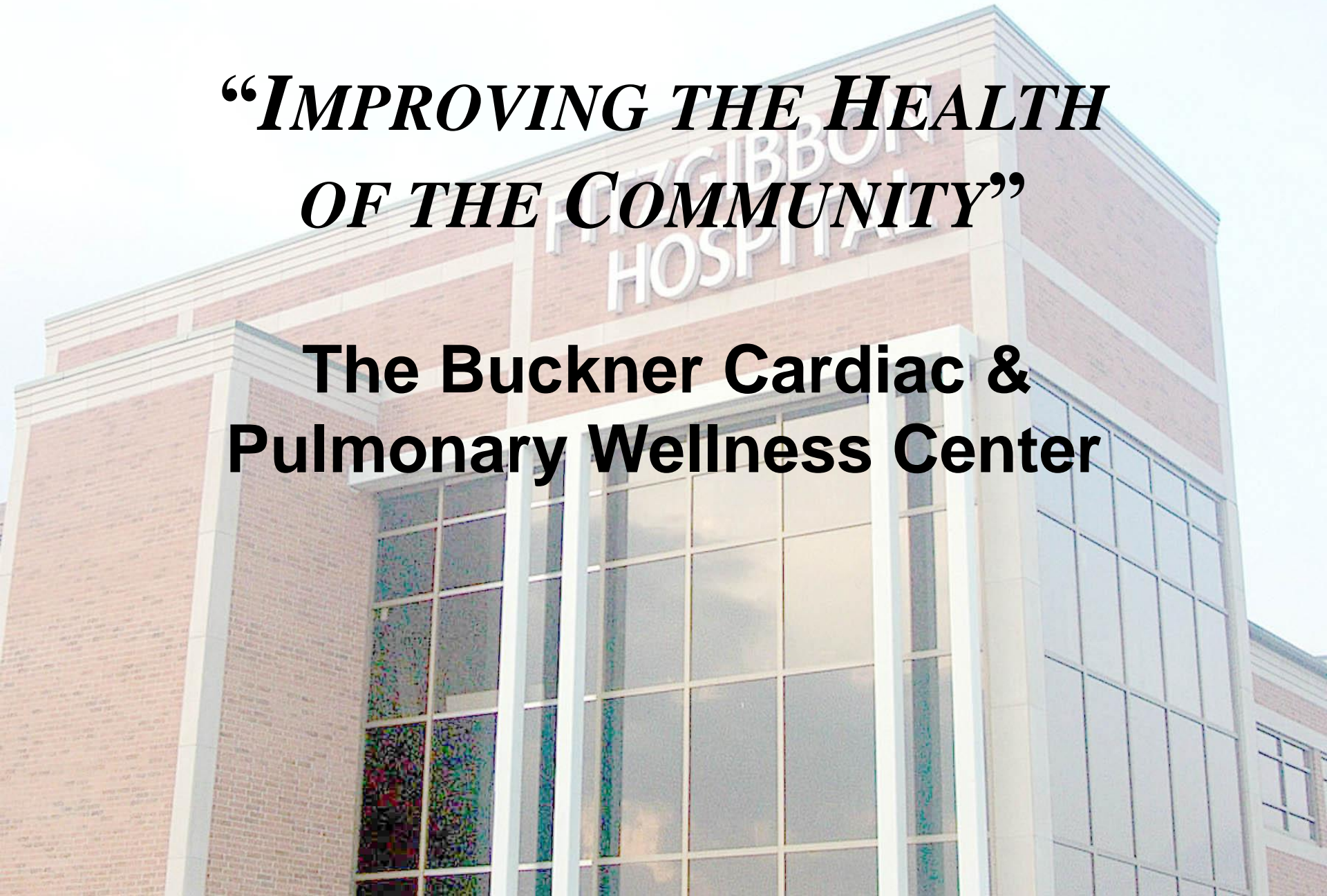
**Transitions Care Unit
(Geriatric Behavioral Health)**



FITZGIBBON HOSPITAL

*“IMPROVING THE HEALTH
OF THE COMMUNITY”*

**The Buckner Cardiac &
Pulmonary Wellness Center**



FITZGIBBON HOSPITAL

*“IMPROVING THE HEALTH
OF THE COMMUNITY”*

The Women’s Center



FITZGIBBON HOSPITAL

*“IMPROVING THE HEALTH
OF THE COMMUNITY”*

**The Fitzgibbon Sleep
& Neurology Lab**



FITZGIBBON HOSPITAL

***“IMPROVING THE HEALTH
OF THE COMMUNITY”***

Thank You!