

# MEDICAL MARKETING

## FOR A BRAVE NEW WORLD



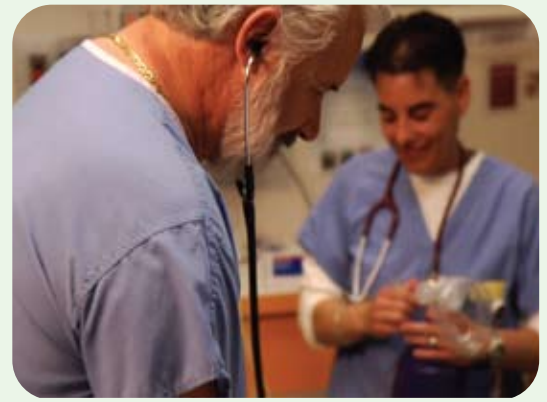
**Proven strategic communications for healthcare providers  
facing a challenging business environment.**



**PRODIGAL**

BRANDING • MARKETING • INTERACTIVE

Scene from TV spot "Feel better quicker E.D" where we highlighted short wait times – without sacrificing quality care- in client hospital's Emergency Department



# The Complexities of the Modern Hospital Business Demand Smart, Strategic Communications

Our grandparents knew a time when the "healthcare industry" consisted of local family doctors and small community hospitals.

But, today, simplicity has been replaced by complexity. Modern healthcare providers need to communicate effectively with patients, physicians and the community at large. They must have productive relationships with government officials and members of the news media. Board members, large donors and labor

unions may also require special messaging.

Then there are the financial pressures of reduced Medicaid and Medicare reimbursements and increased charity care... especially in an economy where patients simply can't pay.

And all of this is before you even begin to market your services.

Prodigal knows how to effectively work with administrators, in-house marketing personnel, physicians, elected leaders, press and others to advance your business goals and grow your revenues...all while remaining sensitive to one important fact: your business is about providing top quality care to patients first and foremost.



## PRODIGAL MEDICAL MARKETING & COMMUNICATIONS SERVICES

- Strategic planning and counsel
- Branding
- Creation/writing/directing and production of TV spots
- Public relations and media relations
- Web site development
- Print media and collaterals
- Social media campaigns
- Crisis management and rapid-response communications
- Executive media coaching
- Government, physician and union relations communications counsel



# PRODIGAL MEDICAL MARKETING

## CASE STUDY:

### Forum Health

The Forum Health System operates 3 hospitals — with a total bed count of 813 — in the Youngstown/Warren, Ohio metro area.

Years of non-reimbursed care led to unsustainable debt and, on March 16, 2009, Forum Health filed for chapter 11 bankruptcy protection.

Prodigal is helping Forum survive this enormous challenge by:

- Developing internal and external messaging
- Advising and coaching executive team
- Managing media inquiries and news conferences
- Assisting with necessary concessionary labor negotiations and government relations efforts
- Development of proactive, multi-media marketing campaign to maintain admissions (and revenue)

#### Bottom-line results (to date)

- Admissions did not just hold steady- they increased
- The system enjoyed the first profitable month for all facilities for the first time in more than 2 years
- Overwhelming positive press coverage and public support from government officials



## CASE STUDY:

### “Where does it hurt ?” campaign

In 2004, the Medical Societies of Trumbull, Mahoning and Columbiana Counties in Ohio decided enough was enough. The tri-county area had some of the highest malpractice rates in the state. Doctors were moving away which made healthcare harder to find and more expensive. The medical societies asked Prodigal to lead a public awareness campaign on the dangers of frivolous medical lawsuits, and Prodigal came up with the “Where does it hurt ?” campaign. We used television, brochures, office posters and other media to make a compelling case for the notion that run-away litigation hurts our doctors ... and our communities.



#### Bottom-line results

- Filing of medical malpractice lawsuits dropped by 50%
- Defense insurance study found juries became less supportive of medical malpractice lawsuits



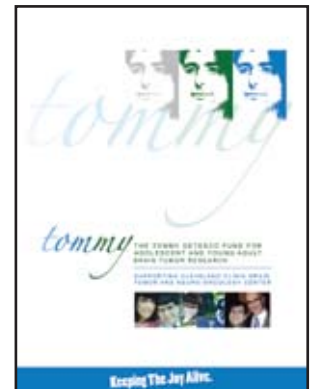
## CASE STUDY:

### “The Tommy Detesco Fund”

In August, 2007, Tommy Detesco of Poland, Ohio died from a brain tumor. He was just 32 years old and was a well-traveled cancer patient from the time he was 6. Tommy’s father, Dr. Thomas Detesco, decided to honor his son’s memory by establishing a brain tumor research fund in Tommy’s name. Working with Prodigal and the Brain Tumor and Neuro-Oncology Center at the Cleveland Clinic, Dr. Detesco established the fund... then we went to work promoting its work through news media and creating a Web site for networking and donations.

#### Bottom-line results

- The Tommy Detesco fund for Adolescent and Young Adult Brain Tumor Research is the only fund of its type in the country and is becoming a national organization.



*Scene from TV spot “Orthopedic Center of Excellence” promoting client hospital’s 10-surgeon orthopedic team. This campaign doubled as both effective marketing for this lucrative service line and as a significant physician satisfier; the doctors enjoyed their inclusion in the project.*

NMC

Northside Medical Center

*Science with a Heart for Healing*



Scene from TV spot for Northside Medical Center. Prodigal used strong writing and powerful imagery to create this emotional 60 second message.

Prodigal is the ***ideal communications partner*** for hospitals, nursing homes and medical practices because our agency:

- ***Understands the competitive,*** financial, clinical and regulatory issues facing healthcare providers
- ***Knows how to separate issues*** involving your business operations from your medical and clinical operations- these should always compliment and never compromise each other
- ***Is skilled at all marketing disciplines,*** so our clients can meet all their needs using one agency
- ***Manages fully outsourced marketing and public relations work or partners well with in-house marketing departments***
- ***Begins all communications efforts with well thought-out, strategic planning***
- ***Understands that compassion, clinical competence and profitability can co-exist***
- ***Consistently demonstrates superior creativity in the concepts and designs that eventually become effective marketing***
- ***Effectively works under tight deadlines and can provide quick turn-around on many projects***

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CREATIVITY THAT CREATES BUSINESS.