

## NEW HOSPITAL LAUNCHES

*First impressions are powerful. Don't allow your competitor or confusion to define you.*



### The Problem

A new market – and a big one at that. A new hospital of the mid-size community variety. A new company – a hospital development start-up from out of town wanting to do it right the first time.

A new partnership – with nearly 100 physician investors a little nervous about stepping out and stepping on the wrong toes.

Not to mention a lot of well established, heavy-hitting, don't-mess-with-us-or-we'll-revoke-your-privileges competition just down the street.

One hundred physicians, a hungry start-up, unhappy competitors, a lot of cooks in the kitchen and many opportunities to fail.

### The Solution

A campaign thoughtfully built and carefully executed step by step.

*Step One:* We listened to the voices of the physician partners and the hospital development company. We added our experience and our knowledge of the market, the media and politics. We distilled it all into a single, powerful message – something around which the entire group could rally.

*Step Two:* Get our message out first. We needed to act, not react. We needed to define ourselves in the marketplace instead of allowing the competition, or outright confusion, to do it for us. We introduced ourselves to the market with confidence and in unity.

*Step Three:* Drumbeat. Deliver our message again and again – first to our partnering physicians, then to the healthcare marketplace, and then to our patients. News stories. Events. Personal visits. Advertising. E-mails. The drumbeat never stops.

### The Result

The new hospital was warmly received. It is seen as fulfilling the vision of progressive, compassionate physicians. It is described as a complement to the local hospital community, not a competitor. It's a strong foundation from which to establish a brand and build a reputation.