

CASE STUDY

ALLEN MEDICAL CENTER

Emergency Room Rebranding



Client Situation:

Inform Southern Lorain County that a quality ER exists close to home. Do it quickly and effectively. Introduce a new brand name for the medical center.

Tactics:

SSC developed an integrated communications campaign—public relations, media relations, radio, newspaper advertising, special event marketing (displays, entertainment for children, giveaways, outdoor, speeches, radio remote, etc.) to achieve the most effective results. SSC created and was then involved in the Hospital's Community Advisory Council and key clinical, medical and executive personnel with the launch and implementation of an integrated marketing communications plan.

Results:

Media coverage occurred from cable TV, newspapers and radio. Over 400 people attended the catered event. More exposure was received than planned. Allen Medical Center was honored as the “best success” hospital in the *Catholic Healthcare Partners* family. The community embraced the new brand name.

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