

A GUIDE TO SERVICES

leaders in healthcare

WHAT DO OUR CLIENTS SAY?

"You're our 'go to' guys. Simple as that."

"You put us on the map. Thanks for everything!"

"Top-notch thinking. Top-notch creative. Top-notch responsiveness. Works for me."

"You guys think way beyond the usual...in fact, way beyond anyone we've ever worked with."

"You treat us like we're your only client."

"Finally, someone who gets it, more than gets it, truth be told."



marketing, advertising and strategic communications for hospitals | 610.478.8448 | tomsheehan.com



The experienced, top-notch healthcare marketing and strategic communications support that you want is well within reach—for every hospital and practice.

The key to exceeding objectives almost always involves effective marketing and strategic communications. tomsheehan is one of the most experienced healthcare marketing and strategic communications firms that you'll find anywhere. We've helped hospitals of all sizes increase market share, improve the patient experience, engage physicians and employees, and build brand preference with the community. Practices, too. Across the country. And our experience, resources and track record are not only *available* to smaller organizations, but they are affordable, too.

Our clients hire us because we make things happen for them. In short, we help our clients move numbers. Since 1989, through thousands and thousands of individual projects, we've helped our clients tell their stories, exceed their objectives and do what they set out to do. Time and time again.

In the end, nothing speaks to our capabilities, experience and approach better than the results of our efforts. We have put organizations on the map. We've helped them gain leadership position. We've helped them differentiate in a competitive market. We've helped them grow. Most of all, we've helped them do what they set out to do. On time. On budget. Every time.

But don't take our word for it.

It's pretty easy for us to tell you how wonderful we are. How the work we do gets results. How we value and respect our client relationships. And how we are, day in and day out, Johnny On the Spot. It's quite another thing to hear those things from our clients. Please speak with them. After all, no one knows us better than they do. We'll happily provide you with a list of references.

Nothing speaks to our capabilities, experience and approach better than the results of our efforts.

Traditional marketing and advertising alone cannot impact the metrics that are vital to a hospital brand's sustainable success.

These days, the same old, same old just doesn't cut it. Yes, traditional marketing and advertising are important, but there's more to it. To be successful, strategies must get important information into the hands of stakeholders at strategically chosen touch points —externally and internally—every patient, physician, hospital employee, affiliate and stakeholder. There has to be real substance. It requires more than just talking the talk. It takes a committed team partnership. And a focused approach. We call our approach: *A New Healthcare Experience™*.

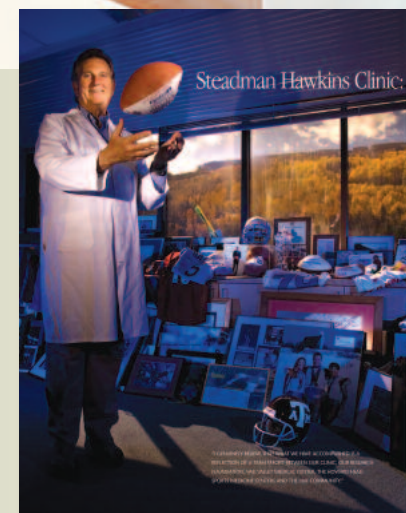
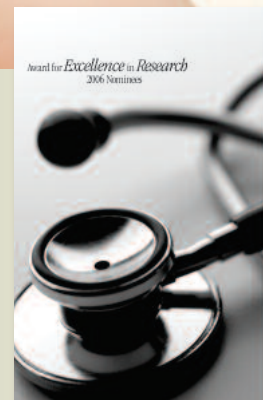
Critically, *A New Healthcare Experience™* is not some stock program, not a one-size-fits-all, off-the-shelf solution. Rather, *A New Healthcare Experience™* is built on four inter-related and inter-dependent lenses: *Best Informed Patient™*, *Best Informed Physician™*, *Best Informed Employee™*, and *Best Informed Community™*. For every task, *A New Healthcare Experience™*, shapes our approach to strategy, planning and execution. It makes a big difference.

Success demands A New Healthcare Experience.™

150% ONE-YEAR INCREASE IN AVATAR PATIENT SATISFACTION SCORES

Vail Valley Medical Center, Vail, CO

Complete Rebranding, Identity, Marketing and Advertising Strategies and Planning, Creative Development of Advertising and Marketing Communications Campaigns and Materials for Orthopedics, General Surgery, Emergency, Urology, Pharmacy, Satellites, Physical Therapy/Sports Medicine, Women's Health, Employee and Physician Engagement Support, Quality Improvement Support, Recruiting Support, Foundation Support: Print, Radio, Out-of-Home, Websites, Online and Social Media Content, Literature.



In healthcare, the brand is truly the experience; or rather, what we call the “experiential expectation.”

Many of our healthcare client relationships have begun with someone asking, “Can you help us build our [fill in the blank] service line?”

Most often, those service lines have included hearts, cancer or orthopedics; but they’ve also included many others: bariatrics, general surgery, women’s services, emergency / urgent care, sports medicine, wound care, community and workplace health and more. We have made a difference for our clients because we believe that strong brands are built on the backs of patient visits, physician relations and promises fulfilled—not just clever advertising.

We use our experience to think differently. We work hard to find your audiences, grab their attention and speak directly to them with the messages that they want to see and hear to motivate them to act in the way you want them to act. And we are constantly exploring new and different ways to make your messages heard. Distinctively. Clearly. Persuasively. And above all else, on target.

Whether your goals involve developing strategy to address issues like community health, creating marketing programs and campaigns to move numbers for a service line, supporting a physician network with cluster marketing, or branding (or rebranding) an entire health system, we have the real-world experience that you need. And we will put it to work at a very high quality level and in a very responsive, predictably affordable manner. Day in. And day out.



COMPREHENSIVE ORTHOPEDICS & ACTIVE LIFESTYLE MEDICINE

Dance the night away. Again.

Munroe Orthopedics
MUNROE REGIONAL MEDICAL CENTER

www.MunroeOrthopedics.com

THE REGION'S MOST COMPREHENSIVE ORTHOPEDICS & ACTIVE LIFESTYLE MEDICINE

Dance the night away. Again.

Life happens every day. Keep it moving.

Munroe Orthopedics
MUNROE REGIONAL MEDICAL CENTER

THE REGION'S MOST COMPREHENSIVE ORTHOPEDICS & ACTIVE LIFESTYLE MEDICINE

We can't promise you the Yellow Jersey, but we can help you get back in the saddle.

Life happens every day. Keep it moving.

Munroe Orthopedics
MUNROE REGIONAL MEDICAL CENTER

+ 55% INCREASE IN ORTHOPEDICS CASELOAD IN THE FIRST SIX MONTHS OF MARKETING, AND A 70+% INCREASE AFTER FIRST YEAR

Munroe Regional Medical Center, Ocala, FL

Brand Development, Identity, Marketing and Advertising Strategies and Planning, Creative Development of Advertising and Marketing Communications Campaigns and Materials for Orthopedics, Hearts, Bariatrics, General Surgery, Wound Care, Emergency, Clinical Integration, Women's Health, Employee and Physician Engagement Support, Foundation Support: Print, Radio, Television, Direct Mail, Displays, Outdoor, Websites, Online and Social Media Content, Literature.



Engagement can deliver huge results in terms of success. We've seen it. Over and over again.

Because every employee, physician and associate has a key role in the delivery of the brand promise and the brand experience, we pay close attention to engagement—with specific initiatives, resources and tools designed to get the right information into the right hands at the right moments—creating a *Best Informed Patient*™; a *Best Informed Physician*™; a *Best Informed Employee*™; and a *Best Informed Community*™. Why is that important? Because people can't engage what they don't know, let alone understand.

Our experience with engagement is robust. From specific problem-solving projects to full-blown, across-the-board engagement initiatives, we've helped many of our healthcare clients with engagement. In fact, engagement is part and parcel of every project we undertake.

We cannot have engagement unless we evidence a genuine commitment to the patient, physician and employee experiences.

SIGNIFICANT INCREASE IN UTILIZATION, CENSUS, PERCEPTION AND REFERRALS ACROSS THE BOARD

St. Joseph Regional Health Network, Reading, PA

Brand Development, Marketing and Advertising Strategies and Planning, Creative Development of Advertising and Marketing Communications Campaigns and Materials for Hearts and Cancer, Employee and Physician Engagement Support: Print, Radio, Direct Mail, Outdoor, Website Content, Online and Social Media Content, Literature.

LEADING EDGE CANCER CARE

The latest University-level Clinical Trials.
Focused on me.

When it's cancer, of course, you want the best care you can get. Through our full-time partnership with the Penn State Hershey Cancer Institute, St. Joe's has one of the best cancer teams that you'll find anywhere. Close to home. Our experienced cancer specialists, advanced technologies and access to University-level Clinical Trials can give patients more options and a better chance at treating difficult cancers. But being a top-flight cancer center means much more than just science and technology. We treat people with all of the personal attention, respect and compassion that you have come to expect from St. Joe's. It's the future of healthcare. Right here. Right now. And it's all focused on you. There's a real difference in the care at St. Joe's. And it matters. **Insist on St. Joe's.**

IN PARTNERSHIP WITH: PENN STATE HERSCHEY Cancer Institute

St. Joseph Medical Center Cancer Center
PART OF THE ST. JOSEPH REGIONAL HEALTH NETWORK

Learn more at: theStJosephHealthcare.org

LEADING EDGE CANCER CARE

Dr. Christopher Rogers | on Cardiac Arrhythmias and Ablation

The heart has its own specialized electrical system that, when disrupted, can lead to irregular heart beats, called arrhythmias. And an arrhythmia can be a dangerous sign—some patients can feel it, while others can't. With some heart rhythm disorders, symptoms are mild, while others may require surgery. Arrhythmias can be treated with a catheter-based procedure called ablation. In a catheter-based procedure, a catheter is inserted into the heart to deliver energy to the heart tissue, which can help restore the heart's normal rhythm. This procedure is minimally invasive and can be done on an outpatient basis. Dr. Rogers is a leading expert in the field of cardiac ablation. He has performed thousands of these procedures and has helped many patients regain their normal heart rhythm. He is also a member of the American College of Cardiology and the Society for Cardiovascular Electrophysiology.

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Christopher Rogers, M.D.
Cardiovascular Electrophysiology

St. Joseph Medical Center Heart Institute
PART OF THE ST. JOSEPH REGIONAL HEALTH NETWORK

Learn more at: theStJosephHealthcare.org

LEADING EDGE CANCER CARE

The entire Penn State Hershey Cancer Institute team. Focused on me.

When it's cancer, of course, you want the best care you can get. Through our full-time partnership with the Penn State Hershey Cancer Institute, St. Joe's has one of the best cancer teams that you'll find anywhere. Close to home. Our experienced cancer specialists, advanced technologies and access to University-level Clinical Trials can give patients more options and a better chance at treating difficult cancers. But being a top-flight cancer center means much more than just science and technology. We treat people with all of the personal attention, respect and compassion that you have come to expect from St. Joe's. It's the future of healthcare. Right here. Right now. And it's all focused on you. There's a real difference in the care at St. Joe's. And it matters. **Insist on St. Joe's.**

IN PARTNERSHIP WITH: PENN STATE HERSCHEY Cancer Institute

St. Joseph Medical Center Cancer Center
PART OF THE ST. JOSEPH REGIONAL HEALTH NETWORK

Learn more at: theStJosephHealthcare.org

The entire Penn State Hershey Cancer Institute team. Focused on me.



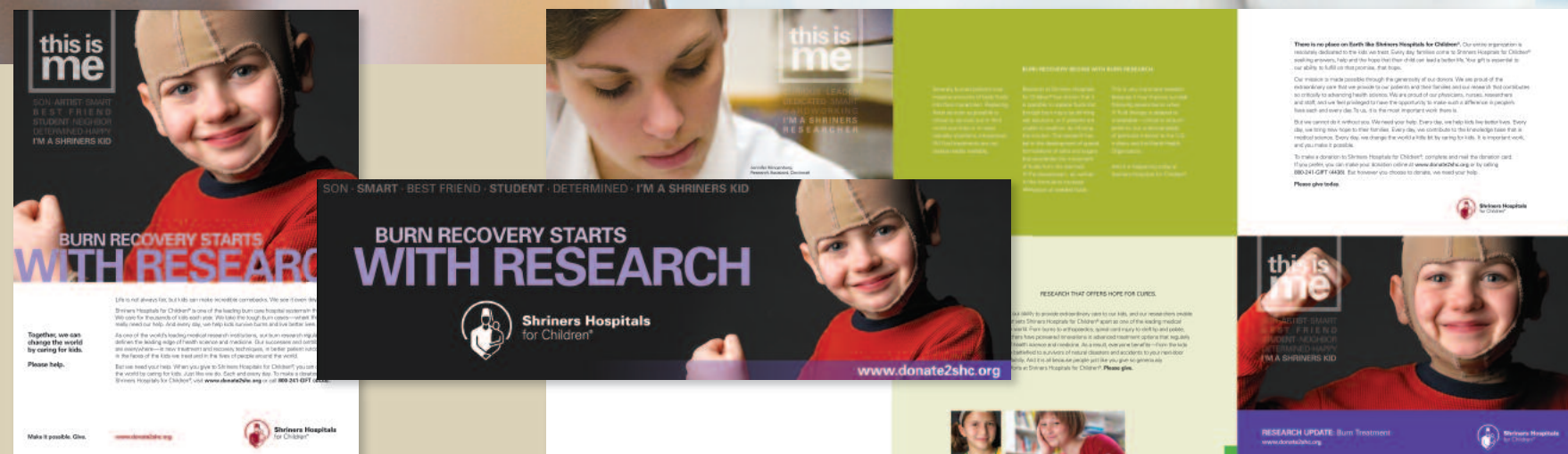
As proud as we are of our work, our capabilities and our experience, it's really how we do what we do that makes the difference.

Our clients will tell you that working with us is a refreshingly unique experience.

First of all, we're committed to responsiveness. Nothing is more important here than responding to a client's request for help. We do what we say we'll do. On time. Every time. Second, we work as a team—your team. It's why we hire only experienced people and empower them to make things happen for you. It's why we staff so every client can have first-priority attention. And it's why we leverage our resources with a real management attention.

Most of all, whatever your budget, large or small, we never forget that it's your money.

We listen. We think. We act. In that order.



- **SUBSTANTIAL FUND-RAISING GOALS EXCEEDED AND INCREASED DONOR, PATIENT AND REFERRAL AWARENESS.**

Shriners Hospitals for Children, Tampa, FL (22 hospitals nationwide)

Brand Development, Marketing and Communications Strategies and Planning, Creative Development of Advertising and Marketing Communications Campaigns and Materials, Donor and Physician Engagement Support, Complete East-West Shrine Game Marketing Support: Print, Radio, Outdoor, Direct Mail, Website Content, Online and Social Media Content, Literature.

The cost you see in our “Cost Estimating Guide” will be the same cost that you will see on your invoice. Guaranteed.

While the very nature of our work would seem to preclude fixed, “menu” pricing, having completed tens of thousands of projects over the years, we have the experience necessary to accurately predict costs and then guarantee them.

Our philosophy has long been to provide our clients with responsive services and capabilities at fair, predictable prices. That’s why we are comfortable providing fixed, predictable, guaranteed “menu” costs for the work we do on your behalf—the very insight, information and confidence that you need to achieve your objectives and stay on budget.

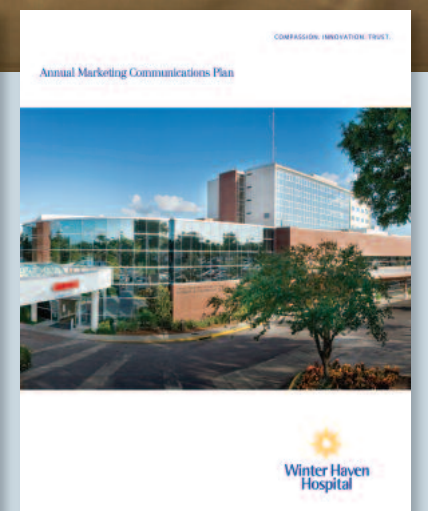
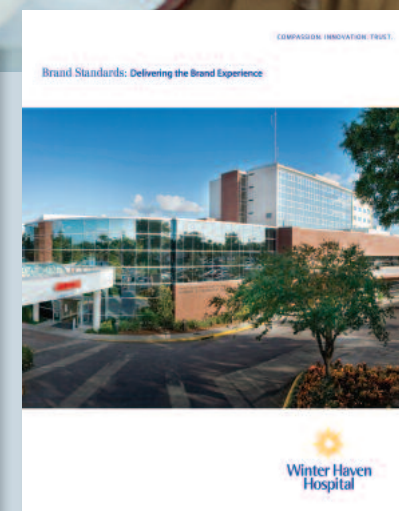
Bottom line: Unless we otherwise advise you in advance or identify a project-specific consideration impacting your project, the cost you see in our *Cost Estimating Guide* will be the same cost that you will see on your invoice. Guaranteed.



BRAND ACCEPTANCE AND ENGAGEMENT THAT FAR EXCEEDED GOALS AND EXPECTATIONS ACROSS THE BOARD

Winter Haven Hospital, Winter Haven, FL

Complete Rebranding, Identity, Brand Introduction, Marketing Planning, Employee and Physician Engagement Support, Brand Standards, Creative Standards for on-going Advertising and Marketing Communications: Print, Radio, Outdoor, Website, Online, Literature.



DOCTORS

Choosing your communications partner is mission-critical.

Healthcare marketing is a completely unique proposition. It certainly is not a traditional marketing challenge—hasn't been one for a long time.

Plus, the traditional pillars of healthcare excellence—clinical excellence, sparkling facilities, quality outcomes—are just the minimum ante. The brand value resides in the experience; or rather, in what we call the *experiential expectation*—for every patient, family, employee, physician and associate.

Success demands a partner with a detailed understanding, a broad exposure, an innovative approach, and as important, one that delivers predictable affordability. There is no substitute for experience, but there is also no substitute for a genuine team player and a cost structure that makes success sustainable.

That's why choosing your communications partner is mission-critical: because there is a real opportunity to create true, meaningful and sustainable separation in a very competitive environment: *A New Healthcare Experience™* for patients, physicians, caregivers, the community and the organization itself. And that's where we can help.

Learn more at tomsheehan.com or call Tom Sheehan personally at 610.478.8448.



Duke Medicine — Our Affiliate in Cancer Care.

JUST AS WE REALIZED WITH THE HEART CENTER, Indian River Medical Center has a real opportunity to bring the best in world-class cancer treatment closer to home with renowned cancer experts, through our affiliation for cancer care with Duke Medicine.

Leadership in cancer care and research have been hallmarks of Duke University for decades. The Duke Cancer Institute has a national and global reputation as one of the foremost centers for cancer diagnosis, treatment, research, education and training with 300 board-certified oncologists, 300 researchers, and 200 clinical staff dedicated to cancer care. U.S. News and World Report ranked Duke among the top 10 medical centers in the country for both cancer care and cancer care in 2013-14.

Our affiliation with Duke Medicine brings innovative cancer care and research to Indian River County, where cancer is the leading cause of death.

Duke's vision is to accelerate research advances related to cancer and to translate these discoveries into the most advanced cancer care to patients. Indian River Medical Center will benefit from this commitment to leading edge research by providing access to the breadth of clinical trials and to genomic sequencing.

As well, as you can expect a comprehensive spectrum of world-class cancer care for our cancer patients, here in Vero Beach, so we will be able to take care in collaboration of the complex needs of our patients. The Duke Cancer Institute is a National Cancer Institute (NCI) designated Comprehensive Cancer Center—one of only 40 centers in the country. Through our affiliation, Duke will continue to provide the highest standards of excellence in cancer care and research to our patients and to help change cancer care in Indian River County.

"We are excited to have this partnership with the best and brightest in clinical cancer care and will allow patients in our community to have access to a wealth of clinical trials right here in Vero Beach."

—HEATHER SCULLY, SCULLY WALSH CANCER CENTER, INDIAN RIVER MEDICAL CENTER, VERO BEACH, FL

Each year more than 1.6 million Americans are diagnosed with cancer—18,000 in Florida alone.

The partnership that our relationship with Indian River Medical Center has opened up offers a wealth of knowledge, the most advanced technology of cancer care, and the support and experience in coverage of Duke, where that world-class cancer care can be delivered to patients and their families in the heart of Indian River County.

INDIAN RIVER MEDICAL CENTER OF THE DUKE MEDICAL SYSTEMS



What does our new HEART VALVE CENTER mean for the Treasure Coast?


It means "The Right Care. Right Here."

The Heart Valve Center at Indian River Medical Center brings advanced, minimally-invasive treatment of aortic heart disease right here to the Treasure Coast. The first of its kind in the region, the Heart Valve Center brings our already renowned quality with minimally-invasive valve surgery by providing a multidisciplinary, comprehensive approach to the treatment of aortic disease and related heart conditions, including aortic valve, mitral valve, pulmonary valve and bicuspid aortic.

What does that mean for the Treasure Coast? The Heart Valve Medical Center is a comprehensive heart hospital. It means that our experience, our commitment to "quality through innovation-based practice" and our affiliation with Duke Medicine now extends to the region's heart valve center. Whenever you can count on the Heart Valve Center at Indian River Medical Center. The Right Care. Right Here.

To learn more, call 888-762-Heart Center toll-free at 1.888.478.2478.

Heart Valve Center
Indian River Medical Center
1000 US Hwy 1
Vero Beach, FL 32980
Tel: 888-762-HEART



➤ SUBSTANTIAL MAJOR FUND-RAISING GOALS EXCEEDED FOR THE SCULLY-WALSH CANCER CENTER.

Indian River Medical Center, Vero Beach, FL

Campaign Case Statement for new Cancer Center and Planned Giving Initiative, Brand Development, Creative Development of Advertising and Marketing Communications Campaigns and Materials for Hearts, Cancer and Bariatrics, Physician Engagement Support, Foundation Support: Print, Direct Mail, Outdoor, Literature, Website Content, Online and Social Media Content.