

# ANNE KLEIN COMMUNICATIONS GROUP

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## **Giving Abington Hospital its Voice** One in a Series of Award-Winning Solutions

### **The Challenge:**

Design a coordinated media relations campaign to increase patient admissions by generating awareness of the hospital, its 11 key services and special programs.

### **Results:**

- The campaign produced articles and broadcasts in more than 42 regional news outlets over a 15-month period.
- The number of impressions generated in the region increased from virtually none to more than 25 million.
- Content analysis demonstrated the coverage addressed the client's needs, resulting in 37 directly attributed new patient referrals during one six-month period.
- The Philadelphia chapter of PRSA awarded Anne Klein Communications Group Best of Show in Marketing Communications at its annual awards program.

### **Background:**

Abington Memorial Hospital, a large community teaching hospital in the Philadelphia suburbs, wanted to increase admissions by making a broader base of potential patients aware of the hospital's capabilities. Virtually no regional media coverage existed for the hospital. The director of marketing and public relations decided to formalize and expand its media relations program. The hospital conducted research in anticipation of its campaign and retained AKCG to plan and implement the program.

AKCG reviewed the research to identify the strengths of Abington's current programs and services, and analyzed the competition. Using this information, AKCG defined the geographical market territory and surveyed members of the regional healthcare media to assess what awareness existed.

### **The Campaign:**

Armed with the results of the marketing and media surveys, AKCG wrote a media relations plan that identified hospital programs worthy of or in need of coverage, and suggested strategies and activities designed to obtain that coverage. The agency selected an "umbrella strategy," using a core set of media relations tools to promote the various programs, along with specific activities tailored to each program.

AKCG developed a media guide to Abington doctors, news summaries, story tips for editors and a media contact program to implement the plan.

*To learn more about how Anne Klein Communications Group can help your organization become a household name and gain the recognition it deserves, please call and ask for Anne Klein or John Moscatelli*