

# MHT MAGAZINE

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## SAVE THE DATE

### 2016 CARDIOVASCULAR ADVERTISING AWARDS

Deadline: September 30, 2016

Download an entry form at [www.CVAAwards.com](http://www.CVAAwards.com)



## BREAST CANCER COALITION OF ROCHESTER

2015 ARTrageous Affair  
Special Event  
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## WHAT'S INSIDE



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and much  
more...

VOLUME 14 - Issue 4

# MARKETING HEALTHCARE TODAY

# READING HEALTH SYSTEM: "101 REASONS WHY"

## INTEGRATED MARKETING CAMPAIGN

WHY READING HEALTH SYSTEM?

### REASON 83:

Level III Neonatal Care.  
Ensuring the highest  
level of care for  
critical newborns.

That's value that's no small thing.



As the leading neonatal intensive care unit (NICU) in the region, we offer unique access to advanced treatments for newborns with health issues. We work closely with families to keep them informed and involved, and our NICU is the only one in the area with NICVIEW – allowing parents to see how their baby's doing anytime, 24/7, through a live video stream. So if your newborn needs extra care, feel comfort in knowing we're here for you. That's value that's no small thing.

If that's not reason enough, go to  
[101ReasonsWhyRHS.com](http://101ReasonsWhyRHS.com)



**READING HEALTH**  
SYSTEM

Advancing Health. Transforming Lives.

### Campaign Background

With consumers more engaged in managing their healthcare, seeking value and transparency will become driving forces in shaping their perceptions, decision-making and the long-term relationships they form with providers. This was the backdrop for our 360 campaign created to give prospective health care customers all the reasons they need (in fact, a 101 of them) to choose Reading Health System. Specific objectives include:

1. **EDUCATE** about making today's healthcare decisions
2. **SUBSTANTIATE** what RHS is doing to deliver higher-quality, lower-cost care (value)
3. **MOTIVATE** people to engage in their health and consider RHS the smart choice (great value) for care. Campaign literally addresses all the "value" hot buttons



#### ORGANIZATION INFORMATION

READING HEALTH SYSTEM  
(Healthcare System)

CONTACT:

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Sixth Avenue and Spruce Street  
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#### AGENCY INFORMATION

TRAJECTORY BRAND  
STRATEGY & ACTIVATION  
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#### TARGET AUDIENCE

Prospective health care customers in primary/secondary service areas. Secondly, physicians and medical practitioners (surgeons, nurses, other aligned medical professionals. Thirdly, key stakeholders and influencers (Board members, donors, client team and other influential members of the community).

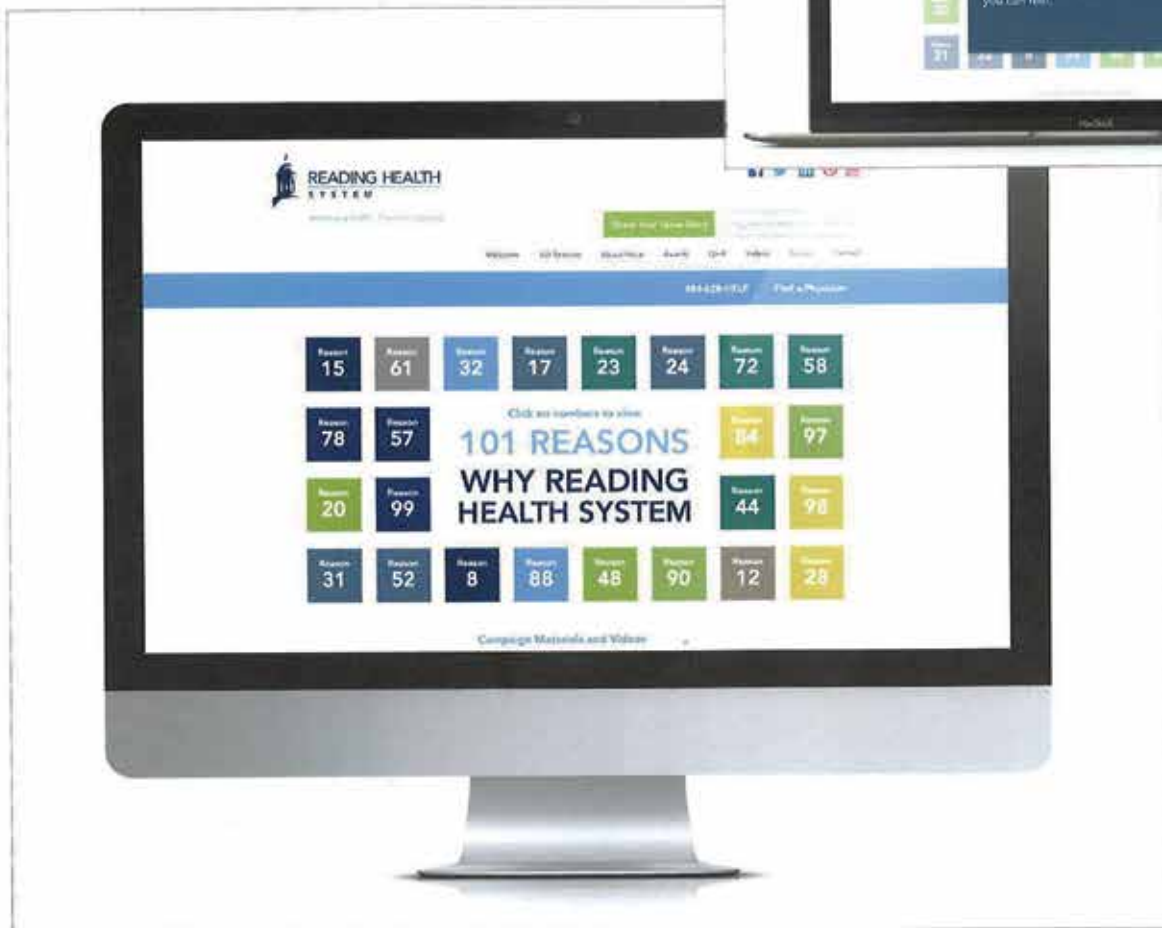
#### DURATION

Campaign launched 4th qtr. 2015 and is still running/being refreshed with new creative.

#### MEDIA

Newspaper & Magazine Advertising, Billboards, TV/Video, Website/Banner Ads, Radio, Microsite, Social Media

The campaign was initially launched internally: teaser emails, CEO outreach, website home page sliders, microsite, elevator posters and wraps, digital monitors, window wraps, cup jackets, table tent cards, revolving door posters.



Microsite



Elevator Wraps

**Reach**

Media Impressions: thru 2015 broadcast: 2,604MM, print: 1,898MM, OOH: 48,642MM, digital banner: 3,195MM, social media: 27k;

2016 projected total: 103,308MM

WHY READING HEALTH SYSTEM?

Do you know all the **REASONS** people choose us?

COMING 10.25.15

WHY READING HEALTH SYSTEM?

**REASON 1: YOU**  
 And we're proud of how you make the other 100 REASONS possible.  
 Now it's time to let everyone know.

STARTING 10.25.15

101ReasonsWhyRHS.com

WHY READING HEALTH SYSTEM?

Do you know why we're ranked  
**1 of 10 BEST VALUE HOSPITALS IN PA?**

COMING 10.25.15

WHY READING HEALTH SYSTEM?

Have you ever thought  
 about **REASON 1?**

COMING 10.25.15

Email Teasers

WHY READING HEALTH SYSTEM?

WE'LL GIVE YOU  
**101 REASONS.**

Like...

- Reason 18: Top 10 Best Value Hospitals in PA.
- Reason 51: Rated #1 in PA for Knee and Hip Replacements.
- Reason 94: Top 5% Nationally for Clinical Excellence.
- Reason 29: Award Winner for Women's Health Excellence.

...To name a few.

Reading Health System delivers value and top-quality care in so many ways.

Find all the reasons to choose us at:  
**101ReasonsWhyRHS.com**

**READING HEALTH SYSTEM**  
 Advancing Health. Transforming Lives.

WHY READING HEALTH SYSTEM?

**REASON 20:**

The quality of our healthcare is matched only by the quality of our doctors. The best there is. That's value you can count on.

As part of Reading's 101 Best Reasons, our medical professionals combine their knowledge, skill and passion to deliver the best care possible. In addition, it's our caring, attentive staff who provide the best overall care and support you deserve. Being recognized as one of the top 100 hospitals in the country is the best reward of all. There's value you can count on.

For more information, go to [101ReasonsWhyRHS.com](http://101ReasonsWhyRHS.com)

**READING HEALTH SYSTEM**  
 Advancing Health. Transforming Lives.

WHY READING HEALTH SYSTEM?

**REASON 29:**

Behind every strong woman is a stronger health system. That's value you can depend on.

At Reading Health System, we're proud to be a national award winner for our commitment to women's health excellence. Our award-winning care is supported by our caring, attentive staff who provide the best overall care and support you deserve. Being recognized as one of the top 100 hospitals in the country is the best reward of all. There's value you can count on.

For more information, go to [101ReasonsWhyRHS.com](http://101ReasonsWhyRHS.com)

**READING HEALTH SYSTEM**  
 Advancing Health. Transforming Lives.

Print Advertising



Billboards



Patient Experience TV Spot - view on youtube: <http://bit.ly/29HxW18>



Quality TV Spot - view on youtube: <http://bit.ly/29li00n>



Window Decals