

Providence Hospital

Situation Although Providence Hospital of Washington, D.C. is the city's oldest continuously operating hospital, it has strengths in a wide variety of medical specialties and enjoys a strong reputation for personal, engaged patient care.

While well-respected, Providence sought a stronger identity as a care provider of choice and authority on health issues. Several other area hospitals enjoy considerable regional and even national recognition and often absorb attention from community hospitals such as Providence, which offers comparable expertise in many areas. Accordingly, Providence retained Channel Communications as its agency of record to establish greater visibility for its services.

Solution One of Providence's biggest challenges was developing a new brand identity, and thus attracting patient candidates, for its surgical weight loss center. In order to create an effective messaging platform for the center, we knew that thoroughly understanding the emotions and challenges of the target audience—significantly overweight people—was critical.

We coordinated one-on-one interviews with 1) patients who had very recently undergone weight loss surgery, 2) patients who had the procedure a while ago, and 3) patients who were about to have the procedure and 4) hospital caregivers who managed patients' post-operative care. This discourse revealed key insights into the psychological, environmental and health factors which motivated patients to consider weight loss surgery, and laid the foundation for our communications.

The resulting campaign revolved around messaging that centered on encouragement and self-motivation ("You can do this") and appealed to patient's desire for a better, healthier lifestyle. In addition, we created a new center name, logo, vanity phone number and tagline. The campaign spanned print and online advertising, radio, web graphics, outdoor, transit media, direct mail and collateral materials.

Result Our work for Providence's surgical weight loss center was met with an overwhelmingly positive response from hospital staff during the initial rollout. It was successful in establishing a distinctive voice and a more personal appeal for the center. A direct mail and print campaign for a physician seminar series has been established and our relationship with Providence Hospital continues to expand.

- o Bariatric Care Center Logo
- o Bariatric Care Center Brochure



Providence Hospital Bariatric Care Center

For Health. For Life. For You.

Providence Hospital
Bariatric Care Center
For Health. For Life. For You.





(877) 9 YES-I-CAN

If you're ready to take control of your health and life, we're ready to help you succeed.

The Life You Want
You don't have to suffer from being severely overweight any more. Providence Hospital Bariatric Care Center can help you achieve the healthy lifestyle you've always wanted, or reclaim the well-being you once had.

The Experience You Need
Our program offers surgical solutions that have measurably transformed the lives of hundreds of patients. We have approximately 10 years of experience performing laparoscopic gastric band and gastric bypass Roux-en-Y surgery and coordinating the pre and post-operative treatment and counseling critical to helping you lose weight.

The Benefits You Receive
Take no mistake—weight-loss surgery isn't a decision to be taken casually. But with our help, the advantages you'll reap the rest of your life could be well worth it. Better overall health. Improved relationships. Increased confidence. Even new career opportunities. So why not start today?



Questions? Here are some answers.

How can bariatric (weight loss) surgery improve my health?

Obesity is directly linked to many life-threatening health conditions. Weight loss surgery has proven to be highly successful in addressing problems caused by:

- Heart disease
- High blood pressure
- High cholesterol
- Diabetes
- Sleep apnea
- Chronic joint pain
- Infertility
- Depression
- Involuntary loss of urine

In addition, patients who have undergone weight loss surgery enjoy increased energy, a greater interest in exercise and physical activities, and fewer absences from work due to illness.

What surgery options are available?

The Providence Hospital Bariatric Care Center offers two laparoscopic methods proven to be safe and effective with many patients – gastric band surgery and gastric bypass surgery. Gastric band surgery restricts the size of the stomach while gastric bypass surgery redirects food away from most of your stomach. Both approaches are accompanied by comprehensive counseling and physician supervision before and after the procedure to ensure that your body is optimally conditioned for weight loss.

What qualifications must be met to be considered for this procedure?

Strict requirements are necessary to ensure that weight loss surgery is the right choice for patients. Some of these include:

- 100 lbs. overweight or more for males
- 80 lbs. overweight or more for females
- Weighing two times your ideal body weight
- Body Mass Index (BMI) of 35 or more*
- Several attempts at weight loss through non-surgical methods.
- Health problems which have been caused or aggravated by excessive weight

* Patients with a 35 BMI or less must have at least two serious health issues connected to obesity such as high blood pressure, diabetes, sleep apnea, etc.

Will my insurance cover this procedure?

Many insurance companies will provide coverage for bariatric surgery. We will work diligently with your provider to ensure pre-approval for your care under this program. In all cases, we strongly encourage you to consult with your insurance carrier for additional information.

How long will my overall treatment last?

It varies greatly from patient to patient. However, we consider the relationships we build with all of our patients to be life-long, and we encourage ongoing communication and visits to our office. Even though many of our patients achieve their goal weight within several years of their surgeries, they still participate in our support services many years afterward to help maintain healthy habits.

How can I learn more?

We hold free seminars every month at Providence Hospital where the surgeon or staff member reviews the surgical procedures in detail. Please call or visit our website for other locations and times.

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To receive additional information, schedule an appointment or speak with a surgeon, counselor or nutritionist, please call

(877) 9 YES-I-CAN
or visit www.provosp.org



"After the surgery someone asked me about my diabetes. I said, 'What diabetes?'"
—Thomas



"Now I have more energy than I can expend in a day. I feel so much better."
—Barbara

- o Metro Bus Tails
- o Print Ad



You can do this.

RENEW YOURSELF WITH SURGICAL WEIGHT LOSS

Barbara
– Lost 158 pounds

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RENEW YOURSELF WITH SURGICAL WEIGHT LOSS

Thomas
– Lost 90 pounds

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Barbara
Providence Hospital
Bariatric Care Center patient
Lost 158 lbs.

A healthy lifestyle can be yours with surgical weight loss.

Increased energy. Lower blood pressure. Better sleep. And a brighter outlook on life. These and so many other blessings are in reach through weight loss surgery at the Providence Hospital Bariatric Care Center. To find out if surgical weight loss is right for you, come to a FREE informational meeting – call 877-9-YES-I-CAN for locations and dates. It could be your first step toward the life you want. Visit www.provhosp.org/bariatric for more information.

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Weight loss surgery isn't only about weight.

It's about transforming your life.



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You can do this.

[Click here to attend a free information session.](#)



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“HIGH SCHOOL REUNION”

SFX: MUSIC, CROWD HUBBUB UNDER.

SUE: I can't believe we're at our high school reunion and everyone still looks the same.

ANNE: I know. There's Karen Peterson.

SUE: Yup. And that's Tanya Jones. But who's that over there?

ANNCR: *Weight loss surgery isn't just about the pounds. It's about transforming lives.*

SUE: Is she someone's wife or girlfriend?

ANNE: Don't think so. Look at all the people gushing at her. They definitely know her.

ANNCR: *Surgical weight loss not only helps eliminate weight and health problems, but also brings you the blessings of energy and self-confidence to live life the way you want.*

SUE: Is it Jill Lawrence?

ANNE: No.

SUE: Jackie Smith?

ANNE: Definitely not.

ANNCR: *But it could be you. The Providence Hospital Bariatric Care Center offers minimally invasive surgery like Lap-Band and Gastric By-Pass, with extensive pre and post-op counseling to help you keep the weight off. To attend a free information session, call 877-9-YES-I-CAN. That's 877-9-YES-I-CAN or search "Providence Hospital DC" on the web.*

SUE: Cute figure whoever she is.

ANNE: I know. How can we get what she has?

ANNCR: *Experience the difference surgical weight loss can make at the Providence Hospital Bariatric Care Center. For health. For life. For you.*

“FOOTBALL GAME”

SFX: KIDS' FOOTBALL GAME UNDER – TACKLING SOUNDS, PARENTS CHEERING, REFEREE WHISTLE, ETC.

LARRY: Hey, Bill. Is your son playing this year?

BILL: Yeah, nose tackle.

LARRY: You know, I remember this team we're playing. Isn't Joe Stevens their coach?

BILL: That guy doesn't look like Joe.

LARRY: But that's definitely his son at quarterback. Wonder where Joe is.

ANNCR: *If you're ready for a major change in your health and self-image, weight loss surgery can help.*

BILL: Is that Ed Wilson coaching?

LARRY: Ehh, I don't think so ...

ANNCR: *Surgical weight loss can reduce or even eliminate a number of health problems. To give you the energy and swagger to enjoy life more than ever.*

LARRY: Look at that guy, running up and down the sideline.

BILL: I think he's ready to join his team on the field right now.

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BILL: I know I've seen that coach before.

LARRY: Maybe Joe has a brother ...

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- o Prostate Cancer Event
Direct mail postcard and Ad
- o Breast Health Event
Direct mail postcard and Ad

PROVIDENCE HOSPITAL "SPEAKING OF HEALTH" SERIES

What You Need to Know About PROSTATE CANCER

Tuesday, September 15, 2009 6:00 to 7:00 pm FREE TO THE PUBLIC

You're invited to a brief talk that covers the importance of early detection and prevention, warning signs of prostate cancer, the elevated risk to African-American men, and available screenings and treatment at Providence Hospital. Bring your questions and be ready to learn all about how you can be proactive in maintaining the blessing of good prostate health.

Pamela Coleman, MD
Urologist
Providence Hospital

Tuesday, September 15, 2009
6:00 to 7:00 pm
Prince George's Sports
8001 Sheriff Road
Landover, MD
Refreshments served

If you want to understand, identify and help prevent prostate cancer — for yourself or a loved one — be sure to mark September 15 on your calendar. In the first of Providence Hospital's Speaking of Health series, Dr. Pamela Coleman will share her experience and expertise on:

- The importance of early detection and prevention
- Warning signs of prostate cancer
- The elevated risk to African-American men
- Available screenings and treatment at Providence Hospital

Bring your questions and be ready to learn all about how you can be proactive in maintaining the blessing of good prostate health.

FREE Prostate Cancer Screening Exams (PSA & DRE) at Providence Hospital on Wednesday, September 16 from 3:00 to 7:00 pm

For more information, call 202-269-7275 or visit www.provhosp.org and click on Events



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Pamela Coleman, MD
Urologist
Providence Hospital




PROVIDENCE HOSPITAL "SPEAKING OF HEALTH" SERIES

Get the Support You Need for Better BREAST HEALTH

Tuesday, October 13, 2009
6:00 to 7:00 pm
Roxs Auditorium in St Catherine Hall
Providence Hospital
1150 Varnum Street, NE
Washington DC 20017
Refreshments served
FREE TO THE PUBLIC

We must ... we must ... we must discuss your bust. Because, let's face it, breast health is important. So we're making it easy to endow yourself with what you need to know. Join us October 13 for the next Providence Hospital Speaking of Health event as Dr. Robert T. DeWitty discusses:

- Facts and myths of breast health
- Understanding firmness, bounce and sag
- Proper use of bras and going braless
- What breast pain could mean
- Breast cysts and more
- Critical information about implants

In just one hour, you'll be blessed with a greater understanding of good breast health. So mark your calendar.

Robert DeWitty, MD
Breast Surgeon
Providence Hospital

Call 202-269-7958 to RSVP and/or schedule a mammogram appointment. No insurance? Ask to see if you qualify for a FREE screening mammogram.




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Providence Hospital

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