

## Upper Chesapeake Health – Orthopedic Services

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**Situation** Upper Chesapeake Health (UCH) is a not-for-profit, community-based, two-hospital system dedicated to delivering a broad range of healthcare services to the Harford County Maryland community. It is Harford County's leading health care system and second largest private employer with 2,700 team members and over 550 Medical Staff Physicians. It is also affiliated with the University of Maryland Medical System.

Despite its leadership position in the Harford County area, UCH still faces considerable competition from nearby Baltimore. In particular, in the growing area of orthopedic services, UCH competes directly with Johns Hopkins and Union Memorial both of which promote their ortho services with substantial media budgets throughout the Baltimore metro media market which includes Harford County.

UCH leadership has chosen to focus new marketing efforts on orthopedic services as an area in which to establish a stronger reputation and brand identity for UCH as well as to increase its participation in the growth area of orthopedics.

**Solution** Channel Communications responded to this challenge by first implementing a modest but crucial discovery process to efficiently gather the knowledge needed to make sure all new brand efforts are on target and at full stride. The exercise began with a half-day, Channel-facilitated discussion among key UCH stakeholders the result of which was a UCH/Channel consensus on target priorities, suggested communication tactics, message priorities, and brand personality. This consensus was expressed in the form of a positioning statement, an inventory of key messages, and a prioritized list of target audiences. This was supplemented by interviews with patients, an audit of existing UCH communications tools and competitive activities, and a review of existing research. With these in hand as guides, Channel developed a campaign brief and a comprehensive plan for the UCH orthopedic practices.

The multi-media plan includes:

*Radio Spots* – 30-second spots supplemented by 10-second traffic report announcements will run on Baltimore's major talk/news stations, WBAL and WJZ and on the leading regional outlet, WXCX.

*Print* – A series of ads covering three different orthopedic topics were created to run in the Bel Air Aegis weekly (Wednesdays), Cecil Whig Medical Directory, Harford County Resource Guide, and programs for the local minor league baseball team the IronBirds.

*Scoreboards and/or Bus Cards* – Two scoreboard designs have been created for use at community ball fields such as Aberdeen High School and Bel Air High School. These designs may also be used as bus cards.

*Mall Signage* – Two shopping mall diorama or digital screen executions were created for use at the Harford Mall.

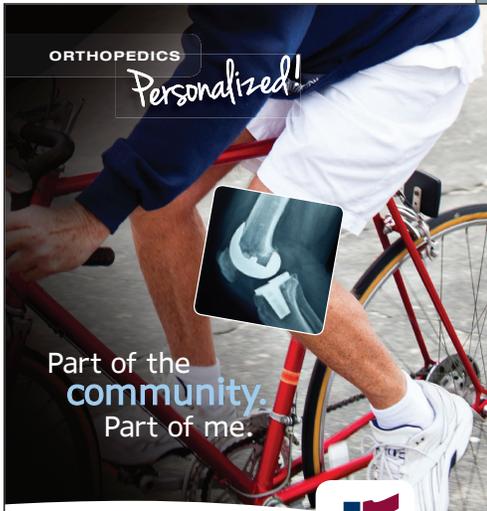
*Landing Page* – An orthopedic services landing page was been developed as the first destination for all responders to media from identified: URL's, banner ads and search marketing efforts initiated by UCH.

**Result**

The campaign has just launched in June of 2013. Internal staff within the orthopedic practices and throughout the rest of the hospital are enthused by the new look.

- print ads
- website

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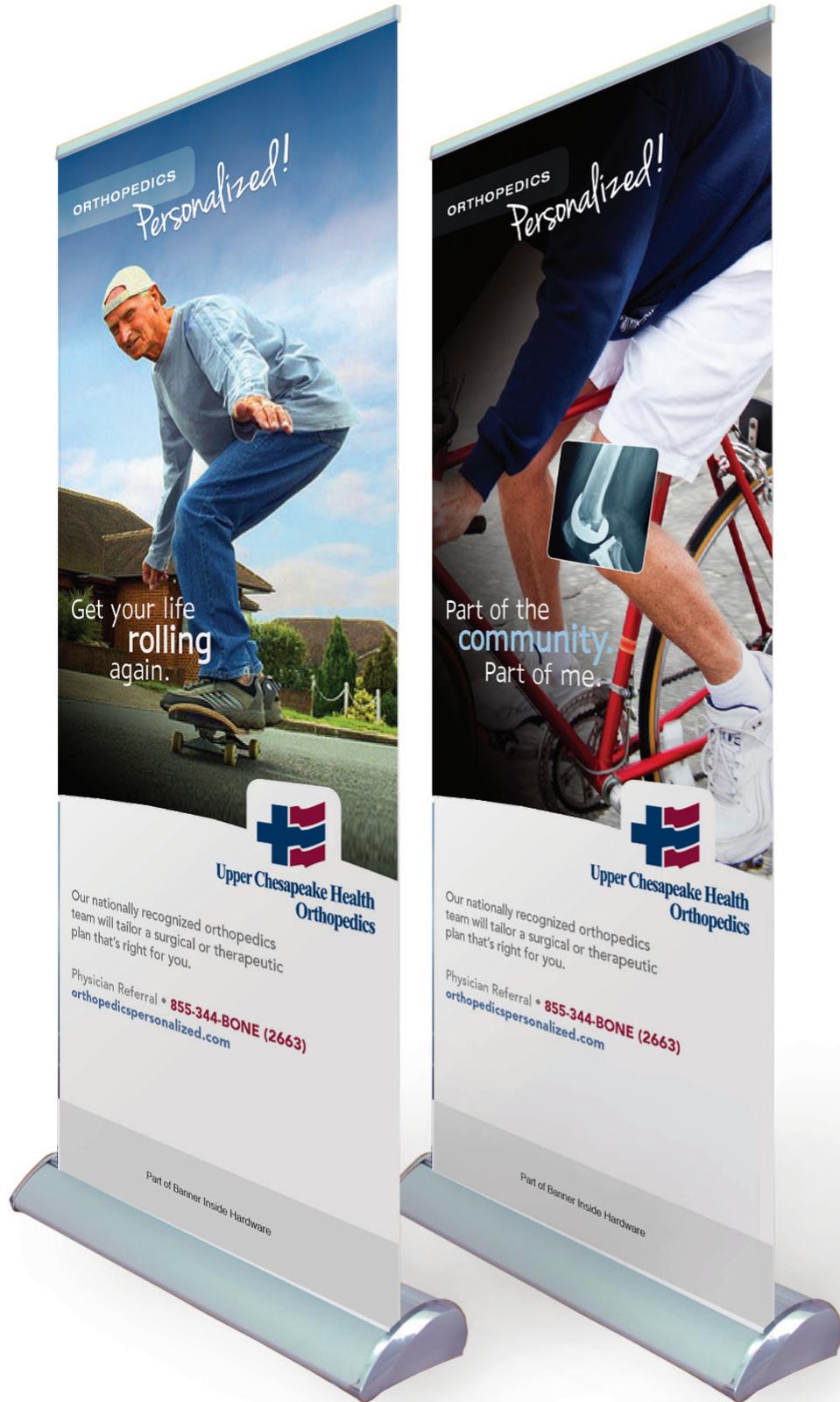
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Scoreboard Sign

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