

# The "Knowing You Better" Campaign ("Knowing You Better, Means Treating You Better")

#### Overview:

Ministry Health Care is launching the first phase of a new marketing campaign built upon its promise to patients. The campaign features the strong relationships Ministry caregivers have with their patients.

### Goals & Objectives:

- Continue evolution of the Ministry Health Care brand, building on the patient-first positioning established in the Ministry promise.
- Raise awareness of Ministry Health Care as a major health care provider in central and northern Wisconsin.
- Increase awareness of individual facilities as being part of the Ministry Health Care system.

### **Target Audience:**

Geographic – The geographic market will cover the areas Ministry Health Care serves. This includes all of central and northern Wisconsin. The designated market area is the Wausau DMA.

Demographic – Ministry Health Care's patients are diverse, representing all generations, income levels and a range of health care needs. Ministry's messaging strategy has been designed to reach primary and secondary audiences. The primary audience is those who are most likely to make important health care decisions – women 25- to 54-years-old.

## **Strategic Approach:**

The Ministry Health Care brand is built on the promise:

We earn trust by working together as One Ministry to keep patients first in everything we do.

This coupled with Ministry's values of presence, service, vision and justice frame everything Ministry does. Using "Patients First" as Ministry's foundation and point of difference, Ministry has created an evolved brand that is demonstrated through the "Knowing" campaign.

Through market research Ministry discovered a universal theme that patients want to be treated like "people." People desire information and understanding, and ultimately, the opportunity to take part in making their health care decisions.

Based on this knowledge, Ministry Health Care's story is based on the strong relationships that exist between patients and their caregivers. By celebrating this relationship, audiences not only see a relevant story, but the Ministry caregiver's extraordinary connection to the patient...and how that connection ultimately results in better care.

The caregiver knows more than the patient's vitals.

The patient knows more than the name of the procedure.

They know each other.

### Media Approach:

*Media Mix* – Broadcast (TV and radio) will enforce Ministry Health Care's overall branding messages while advertising in print and outdoor will reinforce specific Ministry service lines and facilities.

Media Campaigns – The first phase of this campaign will begin May 17. The media schedule will take advantage of popular TV season finales such as American Idol.

TV – 30-second spots have been developed that feature Ministry caregivers and patients demonstrating how knowing more about a patient creates a better relationship and ultimately better care.

Radio – 60-second spots have been developed that feature caregivers and patients. The caregiver talks about the patient's hobby or interest and the patient talks, in detail, about their procedure. In this way the spots showcase the relationship and excellence of care. The spots are scheduled to run on a variety of central and northern Wisconsin stations.

*Print* – Multiple print ads will run as stand-alone ads and "bookends" in markets across central and northern Wisconsin.

Outdoor – The outdoor ads will blend system and local facility messaging. The boards again focus on the relationship between the caregiver and patient. As with print, the boards will feature relationships relative to the markets they reside in. Outdoor boards can be seen across the entire central and northern Wisconsin markets.