

Avance



RIGHT ON TARGET!

Children's Hospital of Michigan

Challenge

Children's Hospital of Michigan's Specialty Center (Children's) in Novi was underutilized. The center was difficult to find, and more than five other healthcare facilities existed in the Novi area – creating a very competitive marketplace.

Solution

Avance was retained to begin the process of restoring the reputation as a compassionate, provider-of-choice pediatric center, and increase brand awareness in western Oakland County. A core strategy of the campaign would be to leverage the credibility of Children's national reputation. Avance conducted informal internal research to ascertain staff/management's perceptions about the center, and competitive analysis research to identify major competitors, their services and initiatives. Avance developed a fully-integrated grassroots campaign to raise brand awareness and increase pediatric patient services. Another key strategy was to get more people onsite. To do so, an educational series, entitled Safe & Sound was developed. Avance created the brand for the series and launched tactics to increase personal face-to-face contacts, inform audiences about the center, its services and the educational series. Each session's goal was 50 parents plus children. The sessions exceeded 50 parents and their kids; one session accommodated 100 plus parents and children. Avance also developed media relations activities that included community calendar announcements, articles, etc. throughout western Oakland County. Evaluations were created and conducted by Children's and Avance. Highlights of the survey results showed 90% of parents expressed interests in attending more seminars at the center, 88% were added to Children's mailing list, and 52% were aware of the Novi Specialty Center.

Children's Hospital of Michigan

safe & sound

Education Series

Thursday, November 15, 2007
6 – 7:30 p.m.

Children's Hospital of Michigan
Specialty Center – Novi
41935 W. 12 Mile Road
Novi, MI 48377
(between Meadowbrook and Novi Roads,
just east of Twelve Oaks Mall)



Join us for a complimentary dinner and conversation with our nationally-recognized pediatric experts as they discuss health issues affecting children, including:

- **Autism**
Michael Behen, Ph.D.
Neuropsychologist
- **Sleep Apnea and Snoring**
Ibrahim F. Abdulhamid, M.D.
Director, Sleep Center
- **Childhood Emergencies and Illnesses**
Sharon Tice, M.D.
Pediatrician



There is **no charge** to attend or for dinner, so bring the whole family. Food, games, arts, crafts and other activities will be available for kids of all ages and:

- A drawing for a major prize
- Gift bags for every family

#DMC
Children's Hospital
of Michigan

Just for them.

www.childrensdmc.org



You must be present to win!

Space is limited, please call
(888) DMC-2500