

MedStar Health—Harbor Hospital

- Situation** Harbor Hospital is a member of MedStar Health, a non-profit, community-based healthcare organization with seven hospitals serving the Baltimore/Washington area. Harbor is unique in that for a small, community hospital, it has top doctors and extended capabilities in several specialty areas, including orthopedics, neurosurgery, women's services, as well as a dedicated cancer center. Although well-known in South Baltimore, Harbor wanted to extend its reach to the greater Baltimore community, letting people know about its specialties and its focus on innovative, patient-centered care.
- Solution** We created a high-touch and highly targeted patient-centered program with multiple components, including a series of direct mail packages, print ads in community newspapers and strategically placed billboards close to the hospital. This targeted approach showcased the hospital's key specialty services and beautiful physical surroundings, conveniently located on the Patapsco River. The campaign featured the message "have you heard...)" which focused on the unique attributes and convenient location of Harbor Hospital and emphasized its quality of care for all residents of the greater Baltimore area. In addition to a strong message, the campaign also featured numerous photos of the hospital and its staff, further emphasizing the caring environment and personal approach at Harbor Hospital.
- Result** Feedback from the community and the hospital staff was exceedingly positive, and all signs pointed toward a successful campaign.

- o positioning message
- o direct mail package

have you heard...



Harbor Hospital
Expert. Minut. Caring. Healthy.
MedStar Health

Harbor Hospital
3001 S. Hancock Street
Baltimore, Maryland 21225
(410) 350-2563

Dear Neighbor,

I'd like to have just a few moments of your time to introduce you to a community health resource you may not know much about: Harbor Hospital.

Some of our patients have even said to me, "Harbor is one of Baltimore's 'best-kept secrets' when it comes to quality health care." But we'd prefer it not be a secret at all. The fact is, Harbor Hospital offers some of the region's top doctors, a caring staff and a unique healing environment right on the waterfront — all conveniently located near where you live and work.

At Harbor, we're innovators in what we call "patient-centered care." You may think all hospitals center on the patient, but at Harbor, we really take that concept to heart. Everything we do and everything we are is designed to get patients back to health and to enjoying life. From our beautiful interior, with honey nookches such as wood floors, views of the peaceful Patuxent River and aquariums, to our innovative specialized care programs, Harbor Hospital is different from many other hospitals you may have experienced.

In fact, we are dedicated to changing the way patients and their families experience hospitals. Through formal and informal processes, we continuously assess and enhance our services to best meet the needs of our patients.

I'd like to personally invite you to learn more about Harbor and all we have to offer. I've enclosed a brochure that will give you a good overview, and you can always give us a call to find out more: (410) 350-2563. **The first 100 recipients of this mailing who call will receive a free, one-week membership to our Fitness Center.**

I hope that when you need health care for yourself, or for a family member, you'll think of Harbor Hospital. We are here when you need us, and we look forward to serving you.

Best regards,





Joseph M. Odds
President

Visit Harbor Hospital and receive a free, one-week membership to our Fitness Center.

Call (410) 350-2563 today!

have you heard...


Compassion, experience and a healing environment set Harbor's Cancer Center apart.

The HarborView Cancer Center offers everything cancer patients need, all under one roof. We designed the center with sensitivity to the patient's needs, with all cancer-related services conveniently available within steps of each other, and with a separate, private entrance.

Our team includes nationally renowned physicians providing the highest quality diagnosis, personalized treatment, rehabilitation and support available.

Our Cancer Center is light, bright and inspiring, and our inpatient unit provides a hotel-like atmosphere for patients and their families. Each room has a full bath, entertainment center and comfortable furnishings. Many rooms even have a window view. The unit offers patients and families a kitchen and dining area, a television area, quiet spaces, and a library and computer for patient and family education.

While the center treats many forms of cancer, Harbor offers specialized programs in lung cancer, esophageal cancer and gynecologic cancer.

Harbor Hospital offers excellence in orthopaedic care.

Harbor's expert orthopaedic team treats arthritis, osteoporosis, and injuries of the bones, tendons, muscles and ligaments with the latest diagnostic, minimally invasive techniques, pain control and rehabilitation. Orthopaedic surgeons work with specially trained anesthesiologists, nurses, assistants and technologies to provide the kind of care that can only come from years of experience.

Our team of physicians has performed more than 2,500 arthroplasties, a minimally invasive technique that reduces recovery time of the spine, affected by osteoporosis — more than any physician group in the country. Of course, our orthopaedic specialists evaluate and treat many other issues, including complex and common spine problems, sports injuries and joint replacements.

The Harbor Hospital Arthritis and Osteoporosis Center is staffed with board-certified rheumatologists who work with the patient's primary physician to find ways to help reduce pain and restore freedom of movement.


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U.S. Postal
Permit
Baltimore, MD
Postnet No. 2106

have you heard...

about our unique healing environment?


Come hear about the innovative health care at Harbor Hospital—and be our guest at the Fitness Center.

have
you
heard...



The HarborView Cancer Center at Harbor Hospital

...there's a hospital in
your community with a
comprehensive cancer center?
It's right here at convenient,
scenic Harbor Hospital.



The HarborView Cancer Center at Harbor Hospital

Harbor
in a w
water

At Harbor Hospital, we have a 50th anniversary, the dedicated people of our community. From our beautiful, comfortable, home-like rooms to views — to the complete dedication and well-being at the center of every patient.

Contact us if you would like to learn more about HarborView Cancer Center. We'd like the opportunity to tell you more about our unique, patient-centered care approach. And read on for more about one of Harbor's specialty centers of care: HarborView Cancer Center.

Everything cancer patients need,
including care and compassion,
in one central place.



The HarborView Cancer Center, adjacent to Harbor Hospital, was designed with sensitivity, to meet the medical and emotional needs of cancer patients and their families. A private, separate entrance leads patients to a comprehensive cancer center where all related services are conveniently located within steps of each other.

With soaring ceilings, large windows and expansive views of the peaceful Passaic River, the HarborView Cancer Center provides a unique healing environment.

Our Cancer Center is light, bright and inspiring, and our inpatient unit provides a home-like atmosphere for patients and their families. Most rooms have a full bath, entertainment center, and comfortable furnishings, and many offer a waterfront view. The unit offers patients and families a kinder, gentler patient experience.

Harbor is and experience. From the start, a team of cancer experts provides quality diagnosis on our cancer care to early and accurate treatment plan.

HarborView
While Harbor Hospital provides comprehensive diagnostic, and

The first
bracelet from the Lance Armstrong Foundation.




Call and learn more about the comprehensive, comprehensive care we'll provide you and your family. Our team of experts will ensure a financial decision for each health care plan.

Call (410) 350-2563 for more information, and if you're in the area, call (410) 350-2563 for more information.

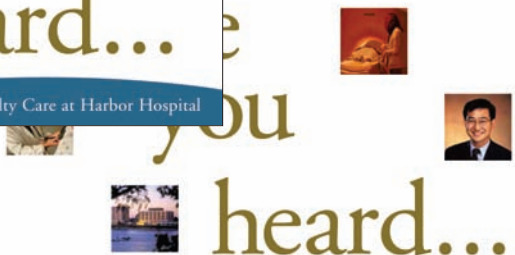
Call (410) 350-2563 for more information.

have
you
heard...



Orthopaedic Specialty Care at Harbor Hospital

you
heard...



Neurosurgical Care at Harbor Hospital

heard...



Women's Services at Harbor Hospital

- o billboards
- o website landing page



have you heard...
...top doctors are right here.



have you heard...
...about our caring
and experienced staff?



HARBOR HOSPITAL HOME

Orthopaedic Specialty Care

Our dedicated Orthopaedics Specialty Team—and our patient-centered approach—make Harbor a leader in orthopaedics care.

At Harbor Hospital, we have a single focus: patient-care. For more than a century, the dedicated staff at Harbor Hospital have cared for patients in our community. From our beautiful surroundings to the complete dedication of our staff, we put your wellbeing at the center of everything we do.



Harbor Hospital
Expert Minds. Caring Hands.
Medstar Health

have you heard...



Join us for
“Feel Good Friday”

We're serving breakfast and every attendee has a chance to win a free massage.

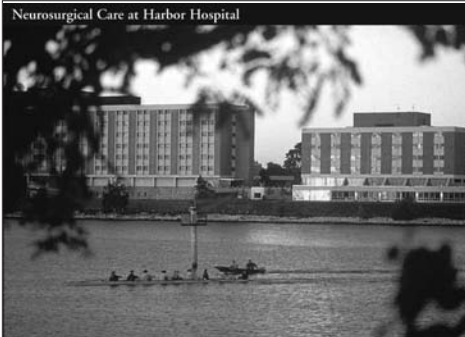
Call 1.800.123.4567 or register online for this free seminar today!

NAME

ADDRESS

CITY STATE ZIP

E-MAIL ADDRESS PHONE



have you heard...

...some of the region's top orthopaedic doctors and the best surgical techniques are right here at Harbor?

When it comes to orthopaedics, Harbor Hospital is one of the finest in the area. Our surgeons and staff use the latest techniques and technology to diagnose, treat and rehabilitate your condition so you can get back to a healthy life. All in a unique waterside environment that inspires healing.

have you heard...

...there's quality, 24/7 neurosurgical care right here in your community?

It's unusual for a community hospital to have neurosurgical care and top, board-certified doctors on call all day, every day. But that's just one more way Harbor Hospital breaks the mold. Our expert neurosurgeons and dedicated staff practice patient-centered care in an environment that inspires healing.

Learn more about us at a FREE seminar.

Join us for *Feel Good Friday*, May 13, and *Total Joint Tuesday*, May 24 — two FREE seminars where you can meet with Harbor's Chief of Orthopaedics, James E. Wood Jr., M.D. We'll even provide free massages if you need them.



Space is limited. Call (410) 350-2563 for your reservation today!

Request more information on Harbor's unique neurosurgical care.

Simply call one of our specially trained representatives and request a comprehensive brochure on Harbor Hospital's neurosurgical care.



Call (410) 350-2563 for more information.



have you heard...

...our experienced doctors and staff care for the diverse medical needs of women of all ages?

From prenatal visits and routine exams to menopause management and cancer treatment, Harbor's board-certified doctors at our Women and Infants' Center treat the whole woman. Call to learn more about our caring treatment in a unique, waterside healing environment.

Find out more and you could receive a FREE massage.

Call to learn more about Women's Specialty Care — you could receive a FREE 30-minute massage! Be one of the first* to call about women's care at Harbor Hospital.



Call for your opportunity for a free massage today! Call (410) 350-2563 today!

*The first 30 callers will receive a free massage at the Harbor Hospital Fitness Center.