

Suburban Hospital

Situation Suburban Hospital's Joint Replacement Center (JRC) in Bethesda, MD, a member of Johns Hopkins Medicine, was looking to reposition itself to convey a new set of health care principles. These placed more emphasis on wellness, physical rehabilitation, home discharge, shorter lengths of stays and pre-operative education, and less on treating illness. This outlook was also supported by renewed efforts to align physicians, improve clinical outcomes and boost patient satisfaction.

Research indicated there was a great opportunity to increase awareness and interest in Suburban's orthopedic services and joint center procedures. A recent phone survey indicated that only 18 percent of responders would pick Suburban for orthopedic rehabilitation, even though the hospital's overall quality of care was held in high esteem by the surrounding community.

Solution Using our proprietary Brand Builder process, the Channel team developed a new brand positioning, messaging hierarchy, and look and feel for Suburban's Joint Replacement Center. The overall campaign consisted of radio spots, flash banner ads, direct mail and an educational video.

Result The campaign was successful in raising awareness of Suburban's Joint Replacement Center in the greater D.C. patient community. A follow-up advertising campaign is already planned for late fall announcing the JRC's long-awaited accreditation from The Joint Commission.

- o positioning
- o tagline

Research Modes Used:

- One-on-one Interviews
- Competitive Brand Benchmarking
- Brand Positioning Matrix

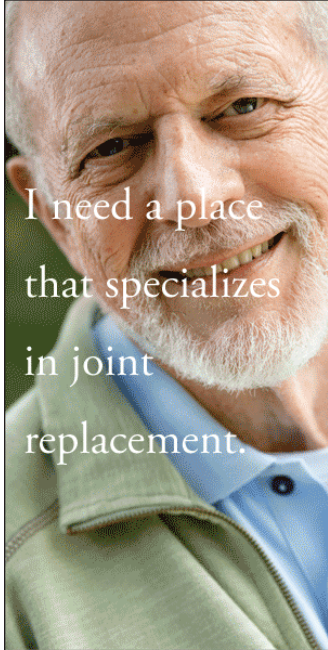
The Joint Replacement Center at Suburban Hospital Positioning Statement:

The Joint Replacement Center at Suburban Hospital serves people who seek a safe, effective procedure and a speedy return to their lives. Our specialized approach, with a dedicated unit, patient care teams and national accreditation, delivers the experience and expertise patients can trust.

Dedicated to Moving You Forward.

Brand Positioning Matrix

Suburban Hospital Joint Center		Brand Positioning Chart				
	Credible	Ownable	Unique	Telegraphic	Benefit-oriented	Dynamic
Recognition	High—assuming accreditation is forthcoming; Hopkins brand also helps	High—top surgeons choose SH; and again accreditation makes it ownable	High—with accreditation, SH will be one of two in MD	Medium—people do understand what recognition means, but still self-serving	Medium—recognition can become synonymous with excellence	Medium—by itself recognition may not get people motivated to take action
Experience	High—over 900 procedures per year; top 4-5 in region	High—with accreditation, top first or second in the region	High—not many competitors can lay claim to the same amount of experience	High—quickly suggests know-how and expertise	High—people want to know you've done this many times before; builds trust.	Medium—can sound hollow; similar to saying "quality"
Specialization	High—this is a major focus of the hospital, entire unit dedicated to speciality	High—center of excellence, particularly with accreditation	Medium—not totally unique but still a major strength	High—quickly suggests know-how and expertise	High—patients want to know that this is a major focus of care	High—this resonates with people; everyone wants to go to a specialist
Leadership	Medium—one of the top providers in the region, but hard to qualify as a position	Low—hard to own a leadership position...everyone says they're a leader	Low	Low	Low—sounds hollow	Low
Quality of Care	High—respondents all commented on how smooth their experience was	Medium—again quality is hard to own...it's almost table stakes (expected)	Medium	Low	Could be high if framed in patient experience	Low
Innovation	Medium—no real proof that SH is innovative	Low	Medium—could be high if this in fact was a perception	Low—not sure what patient would think of this (experimental, state-of-the-art?)	Low	Low



The Joint Replacement Center at Suburban Hospital

A place where you can get back to moving forward with your life



SUBURBAN HOSPITAL
JOHNS HOPKINS MEDICINE

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“MONTAGE #1”

VOICE 1: Recently, I needed a hip replacement because I couldn't get around without pain. It's a major operation ...

VOICE 2: ... so I had many questions. Would I walk normally again? Were there complications to worry about? How long was the ...

VOICE 3: ... recovery? My doctor referred me to The Suburban Hospital Joint Replacement Center – and I'm so glad he did. Suburban's Joint Center not only has a unit dedicated to joint replacement...

VOICE 1: ... but also a patient care team dedicated to my treatment. Before surgery, they guided me through the whole process so I knew what to expect ...

VOICE 2: After surgery, I felt better right away, and was ready for physical therapy. I wish I had my procedure done sooner. Because what could have been very stressful became a positive experience that got me back to the activities I love.

ANNCR: Suburban Hospital performs more joint procedures than any other hospital in Montgomery County. And Suburban is the top choice for many of the area's leading surgeons.

VOICE 3: Now that I'm pain free, I can get back to my golf game ...

VOICE 1: ... my job ...

VOICE 2: ... chasing after my grandkids.

ANNCR: *Visit suburban hospital dot org, slash joint care. We're dedicated to moving you forward at Suburban Hospital, a member of Johns Hopkins Medicine.*

“MONTAGE #2”

VOICE 1: My doctor said I needed a knee replacement. I wanted to be free of the constant pain, but ...

VOICE 2: ... I also wanted to be treated at a place that specializes in joint procedures, has exceptional results, and ...

VOICE 3: ... offers a caring patient experience. Which was why I was referred to The Suburban Hospital Joint Replacement Center. What's remarkable is that it has its own unit

VOICE 1: ... dedicated to patients like me. And I was treated by a team of experienced doctors, nurses and therapists who made sure ...

VOICE 2: ... my procedure and rehabilitation went smoothly. I even had a private room, with a gym just steps away. I wish I had my procedure done sooner. Because if you want to get back to a pain-free life, quickly and safely, there's no better place than The Suburban Hospital Joint Center.

ANNCR: Suburban Hospital performs more joint procedures than any other hospital in Montgomery County. And Suburban is the choice for most of the area's top surgeons.

VOICE 3: Now I can do what I want, without pain ...

VOICE 1: ... without fear...

VOICE 2: ... without regrets ...

ANNCR: *Visit suburban hospital dot org, slash joint care. We're dedicated to moving you forward at Suburban Hospital, a member of Johns Hopkins Medicine.*