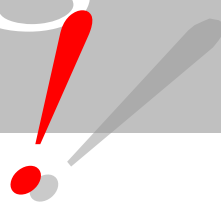




# Marketing ideas

that get results



## CHRISTUS St. Joseph Hospital

### AWARENESS CAMPAIGN

#### **SITUATION/PROBLEM**

Since 1887, CHRISTUS St. Joseph Hospital has been serving the health care needs of Houston. An early pioneer in modern medicine, CHRISTUS St. Joseph had Houston's first x-ray machine, first infant incubator and one of the nation's first mammography centers. It also had Houston's first Coronary Care Unit and was the first major hospital in Houston to recognize Alcoholism as a disease and offer the STOP (Short Term Outpatient Program) program. At the forefront of it all are teams of highly trained physicians and nurses. Their staff serves with a deep and abiding dedication to a promise of prompt, courteous and compassionate patient care—the hallmark of CHRISTUS St. Joseph Hospital. The problem was that CHRISTUS St. Joseph Hospital was only known to native Houstonians and not to the hundreds of families who were arriving weekly during Houston's rapid growth period. Additionally, CHRISTUS St. Joseph Hospital was not known to the markets outside of Houston.

#### **OBJECTIVE**

Our *first* objective was to develop a marketing communications program that focused on the series of firsts that CHRISTUS St. Joseph Hospital introduced in Houston and make Houston's entire population aware. Secondly, we wanted to expand specifically outside of the United States and attract patients from Latin America.

#### **SOLUTION**

We developed an ad campaign that featured the series of firsts that CHRISTUS St. Joseph Hospital was responsible for and first ran them in the leading newspapers and magazines that concentrated their focus on Houston and its residents. After this portion of the campaign showed signs of success we then began running the ads in publications that served the Latin America markets with emphasis on Mexico.

#### **RESULTS**

The follow-up research study showed significant growth among Houstonians in terms of name recognition, but more importantly, CHRISTUS St. Joseph Hospital patient count increased by 43%. Of that percent, 17% were patients outside of the United States. Within two years of introducing the ad campaign, CHRISTUS St. Joseph Hospital significantly increased its patient count outside the United States and this included patients from various European countries.



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