



Menu cards describing food and wine pairings



Banners showcasing clarity and detail provided by new imaging technology



Tent cards draw attention to specific benefits of the new technology



Custom-designed invitation for unique Pairings event; mailed to doctors and spouses

Here + Now event builds a buzz among doctors

Business

The fifth largest healthcare facility in Oregon

Audience

Doctors in Marion and Polk counties

Challenge

Introduce a new state-of-the-art imaging technology and digital delivery system to referring doctors in a manner that is both enticing and informative. Make it easy for doctors and clinics to choose and use Salem Hospital's imaging services rather than the competitor's. Emphasize this technology is available in Salem right now.

Strategy

Establish a theme—Pairings—that emphasizes the relationship between Salem Hospital and area doctors; the imaging technology and the delivery system; and food and wine. Create an invitational event for "pairings" of regional wines and gourmet dishes created high

class invitations, take away brochure, banners, menu cards and tent cards to show the incredible images available and emphasize this technology is "here + now." Provide information for the doctors to take back to their offices to help office managers set up access.

Results

Nearly 50% of those invited attended and they generated a big "buzz" about the hospital and the new technology following the event. Numerous requests for access to the digital delivery system continued to be received following the introductory event.

"The campaign created a 'buzz' among key customer groups that will live long after the campaign ends."

—Patrick Devlin
Director of Marketing and Community Relations