





From all of us at Frederick Swanston, we appreciate the opportunity to share some of our work with Emory Healthcare. As you'll see from the following information, we feel we would be a great match for your brand. We are confident that our team answers the initial requirements for your preliminary agency search – local, full-service agency with breakthrough creative talent not only in healthcare but other industries as well. Please review the following overview of our healthcare experience but you can always find out more about us at [www.frederickswanston.com](http://www.frederickswanston.com).

Thank you,  
Brian White  
Director of Client Services





POWERFUL  
THINKING,  
HEALTHIER  
BRANDS.



{ ADVERTISING • BRANDING • DIGITAL }

CREATIVE FIREPOWER, HEALTH CARE EXPERTISE, AND  
THE FORMER CHIEF MARKETING OFFICER OF A NATIONALLY  
RENOWNED ACADEMIC MEDICAL CENTER (THAT'S YOU  
BY THE WAY)– ALL AT FREDERICK SWANSTON.

Come meet the Atlanta advertising, branding and digital agency founded by creative strategists who developed a model for combining exceptional creative with the finest client service. For smart strategies paid off with powerful creative that makes an impact, there is only one choice.

## FULL-SERVICE ADVERTISING

Creative + Brand Development



Web Development + Digital + Online Marketing



Media Planning + Placement



Direct Marketing + Market Research

# HEALTH CARE LEADERSHIP



## **BILL SWANSTON** – Creative Director; Agency Principal

Almost an Atlanta native, Bill left to become Associate Creative Director at some of the best of the big agencies – BBDO/NY, Saatchi & Saatchi, Doner, Hill Holliday – before returning home to found our agency with Scott Frederick in 1999. Bill's creative credentials include work that has been recognized in almost every advertising award show including Cannes, One Show, Addy's, Communication Arts, Hatch, Obies and Tellies.



## **UNA NEWMAN** – Senior Director, Health Care Division

Prior to joining Frederick Swanston, Una was Chief Marketing Officer of Emory Healthcare, the largest health care system in Georgia and one that enjoys a national reputation for excellence. While at Emory, Una drove market position and revenue enhancement through a wide range of cross-functional initiatives. Prior to Emory, Una was Vice President, Planning and Marketing at Southern Regional Medical Center in Atlanta, and Senior Division National Marketing Director for Charter Medical Corporation, a for-profit national hospital system. She brings a wealth of client-side marketing experience rarely found in an advertising agency.

## UNDERSTANDING OF THE FULL HEALTH CARE CONTINUUM

Hospitals Including Profit and Non-Profit, Rural, Urban and Academic Medical Centers



Physician Groups



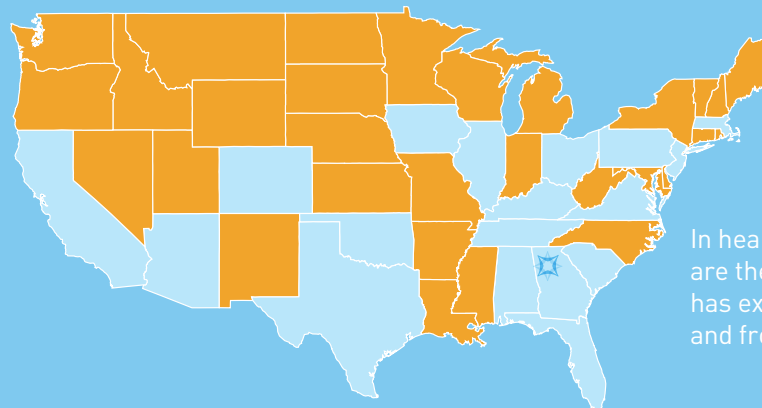
Health Insurance + Pharmaceuticals



Medical Equipment

## HEALTH CARE EXPERIENCE



In health care, no two markets are the same. Frederick Swanston has experience from coast to coast and from rural to urban.

# CASE STUDIES

# METROHEALTH

## ASSIGNMENT

MetroHealth is a publically funded health system in Cleveland, OH embarking on a large and long journey of transformation, not only to update facilities but also to revolutionize care delivery. The marketing challenge was to drive support for the transformation, creating an undercurrent of strong backing in the community.

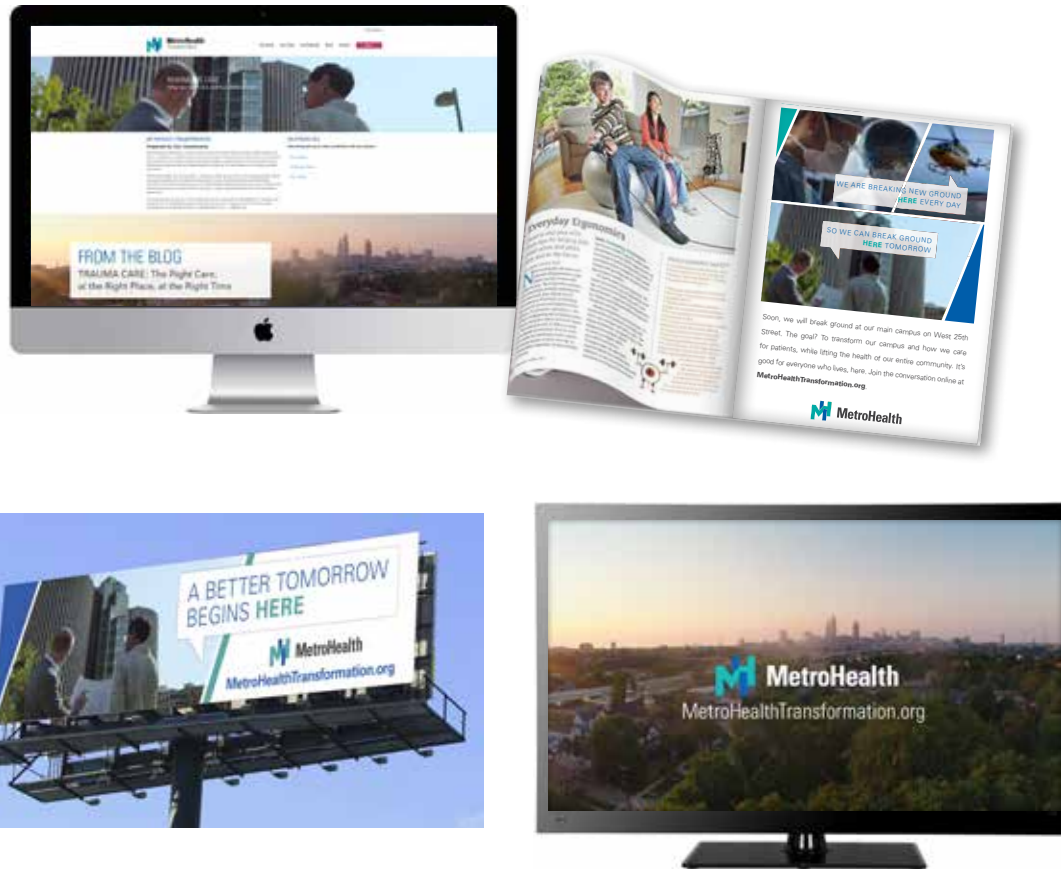
## OUR APPROACH

Frederick Swanston developed an integrated campaign directing people to a microsite. The site, created particularly for the transformation, educated consumers on the need and rationale for the campus overhaul and also encouraged them to participate in community forums and poll questions. The creative for the campaign focused on the indispensable role MetroHealth plays here in northern Ohio.





# RESULTS



- Within the first few months, we generated two-way engagement online with over 2,000 people answering poll questions and participating in forum discussions.

# KOSAIR CHILDREN'S HOSPITAL

## ASSIGNMENT

Our assignment was to develop a campaign that demonstrated to suburban mothers that their children would receive the same high quality of care at Kosair Children's Medical Center – Brownsboro, (this facility is the first off-campus extension of Louisville's renowned Kosair Children's Hospital) as they had come to expect from the main Kosair Children's.

## OUR APPROACH

Research indicated that it isn't enough for mothers to believe that a hospital or medical center provides great care for all children – they need to know the care is personalized to their own child. We developed a traditional and digital campaign that adapted Kosair Children's "Just For Kids" positioning line to communicate that care is "Just For Scott," or "Just For Billy." In other words, just for your child.



KOSAIR  
CHILDREN'S  
HOSPITAL

# RESULTS



Over a two year period:

- By mid-June of its first year, KCMC-B exceeded its projections for the entire year.
- 1,077 patients were treated.
- 162 total surgeries performed.
- Surgery and outpatient volume equaled projections.
- Radiology was 40% above projections.
- Emergency department volume exceeded projections by 40%.

# COFFEE REGIONAL MEDICAL CENTER

## ASSIGNMENT

A community hospital in a rural area, Coffee Regional Medical Center suffered from image problems that had lingered for years, resulting in significant outmigration to larger hospitals. Coffee Regional needed to take positive action to reaffirm to the community that the hospital is a valuable healthcare resource it cannot do without.

## OUR APPROACH

Our rebranding campaign consisting of television, print and out-of-home advertising put an entirely fresh face on the hospital. In addition, redoubling the hospital's efforts to develop strong relationships in the community resulted in the core market area again perceiving Coffee Regional as the valuable resource that it is.



# RESULTS



Over a two-year period:

- Employee engagement scores went up 3% compared to national norms for similar-sized hospitals.
- ER cases increased by 28% while ER patient satisfaction scores rose 2%.
- Total cases increased by nearly 20% (inpatient and outpatient).
- Orthopaedic cases increased 109% in one year's time.

# AMERICAN HEALTH IMAGING

## ASSIGNMENT

Located in four states, American Health Imaging (AHI) provides state-of-the-art health imaging services (MRIs, CT scans) with equal or superior quality to that offered by hospitals, and at a much lower cost. But AHI did not have a recognized brand name, so consumers needing high-end radiological services were not aware that AHI provided an option they would be wise to consider.

## OUR APPROACH

Targeting physicians and consumers in AHI's core Atlanta market as a starting point, we developed a brand strategy and awareness campaign to elevate the perception of American Health Imaging Centers among physicians and consumers in proximity of the company's Georgia locations. The campaign consisted of a new logo, collateral, television, radio, SEM and waiting room videos.



## RESULTS



- Inquiries for MRI and CT fees and information have increased dramatically.
- Volume has increased significantly in most of the AHI centers in greater Atlanta.
- As a result, AHI has purchased 3 new centers in the Atlanta market.

# BLUECROSS BLUESHIELD OF TENNESSEE

## ASSIGNMENT

BlueCross BlueShield of Tennessee (BCBST) engaged Frederick Swanston as a strategic and creative resource for development of presentations used to sell BCBST insurance products to corporations throughout Tennessee. The engagement consists of developing the brand value proposition, writing, designing and programming PowerPoint and Prezi presentations for use by BCBST personnel in making sales presentations.

## OUR APPROACH

BCBST was changing its positioning from simply an insurance company to a health solutions company, and these documents helped establish and communicate that platform to corporations looking to purchase BCBST for their employee groups. Following our initial discovery, Frederick Swanston designed several visual templates for presentations promoting BlueCross's strengths, both regionally and nationally. The sales presentations were then written and designed, and completed under intensely short deadlines.





# RESULTS



- In the year since we were engaged, BCBST has converted 100% of their prospective business into actual clients, and has not lost an existing client.

## NORTON HEALTHCARE

### ASSIGNMENT

As the largest hospital system in Louisville, Kentucky, Norton Healthcare enjoys an excellent overall reputation. But despite its overall outstanding reputation, research indicated Norton did not rank at the top in any of its key service lines: Cancer, Heart, Neurosciences or OB/GYN. With an ultimate goal of increasing its percentage of private pay patients, our assignment was to develop a campaign to improve perceptions in those key service lines.

### OUR APPROACH

Under the tagline “Real People, Remarkable Care,” we developed a campaign using real clinicians and patients that demonstrated remarkable care in specific service lines. The campaign has helped to make a greater emotional connection with Norton’s audience, while reinforcing the clinical excellence provided at all Norton Healthcare facilities.



**Real people. Remarkable care.**

# RESULTS



- Over two years, market share for 5 targeted service lines increased, with neurosurgery increasing at the greatest rate (10%).
- The SEO and SEM effort generated 3.4 million impressions and 53,000 clicks in the first six months.
- The Facebook campaign resulted in an additional 34 million impressions and 4,400 clicks in 6 months.

# SHEPHERD CENTER

## ASSIGNMENT

Shepherd Center, located in Atlanta, Georgia, is a private, not-for-profit hospital specializing in medical treatment, research and rehabilitation for people with spinal cord and brain injuries. It is ranked among the top ten rehabilitation hospitals in the nation by *U.S. News & World Report*. Our assignment was to create the hospital's first ever brand campaign.

## OUR APPROACH

Patients at Shepherd Center get more than just medical care; they get an experience that brings healing and hope. Shepherd is a highly-skilled, empathetic hospital that understands that patients are going through more than just recovery from an injury; they are learning a new way of life. Utilizing a key element of the Shepherd Center logo, we created a multi-faceted campaign that captures how Shepherd patients view the hospital and staff that cares for them.



Shepherd Center

# RESULTS



Within the first week of the campaign, the video we created had 1,041 Vimeo plays and Facebook reach increased by 594%. And some of the Facebook comments were especially gratifying:

"I love that you turned the hands from the logo into wings. It's fitting on so many levels."

"True heroes work here."

# UNIVERSITY OF IOWA HOSPITALS + CLINICS

## ASSIGNMENT

Introduce UI Health Care – Iowa River Landing (referred to simply as Iowa River Landing or IRL), located in the mixed-use Iowa River Landing project in Coralville, Iowa, a suburb of Iowa City. IRL is the first, freestanding, multi-specialty clinic located off the main University of Iowa campus.

## OUR APPROACH

We developed a plan to promote the new center to both internal and external audiences through TV, print, direct mail, email and events. Search engine optimization (SEO) and search engine marketing (SEM) were both incorporated into the strategy using keywords and ads for the brand, primary care and specialty service lines.



# RESULTS



The facility began to see patients on October 8, 2011.

- Daily visits rose from 100/day to 400/day within six weeks.
- Monthly visits increased from 6,577 in October to 8,276 in November, 2012.



We hope you agree that FredSwan has the right experience to continue the conversation as you begin the process of selecting your next agency partner. Thank you again for the consideration in advance and as a reminder, please go to [www.frederickswanston.com](http://www.frederickswanston.com) to learn more about our talented team.

Sincerely,

Brian White

Frederick Swanston

Director of Client Services

O:770-642-7900

M:404-786-7844

[brian@frederickswanston.com](mailto:brian@frederickswanston.com)

