



Different Audiences, Different Needs: Conversation About Successful Opening Communications

October 24, 2013

Kathy Schaeffer

President, KSA



- * Senior strategist
- * Trusted adviser to hospital CEOs
- * 30+ years of experience: news reporting and PR
- * Veteran of dozens of legislative campaigns
- * www.ksapr.com
- * KSchaeffer@ksapr.com
- * 312-251-5100





Elmhurst
Memorial
Hospital

Little Company
of Mary Hospital
and Health Care
Center

Silver Cross
Hospital

Elmhurst Memorial Hospital

Sheri Scott

System Director
Communications and Creative
Services



Elmhurst Memorial
Healthcare

Intelligent Medicine by Design

Background

- Elmhurst Memorial Hospital founded in 1926
- Original building was 85 years old
- Developed a 259-bed replacement hospital three miles south of the original campus
- Groundbreaking May of 2008
- Opening June of 2011



The New Elmhurst Memorial

- 50 acre campus
- 866,000 square feet
- Patient-centered/Planetree hospital
 - Natural color palette
 - Focus on wayfinding
 - All private suites
 - Open visiting
 - Family spaces/lounges
 - “Building in a garden”
 - Retail services



The New Elmhurst Memorial



The New Elmhurst Memorial



The New Elmhurst Memorial



Our Goals

- Build brand awareness for the new hospital
- Encourage ownership and pride in the new hospital among key constituencies
 - Community
 - Staff
 - Medical Staff
 - Community leaders
- Educate the community about the differentiating features of the new hospital
- Assure that patients and families are well-informed of the move process
- Assure that internal audiences are well-informed regarding the move process

Grand Opening

- Friday, June 3 – Eucharistic Ministers Orientation Breakfast
- Saturday, June 11 – Grand Opening Donors Toast, Ribbon-Cutting and Gala
- Tuesday, June 14 – Neighbors Breakfast
- Tuesday, June 14 – Guild/Volunteer Breakfast
- Tuesday, June 14 – Construction Vendor Reception
- Wednesday, June 15 – Retiree Dessert Reception
- Friday, June 17 – Employee Picnic
- Sunday, June 19 – Community Festival
- Wednesday, June 22 – Office Managers Breakfast and Lunch



Tracy Simons

Director, Marketing & Community Relations

Silver Cross Hospital

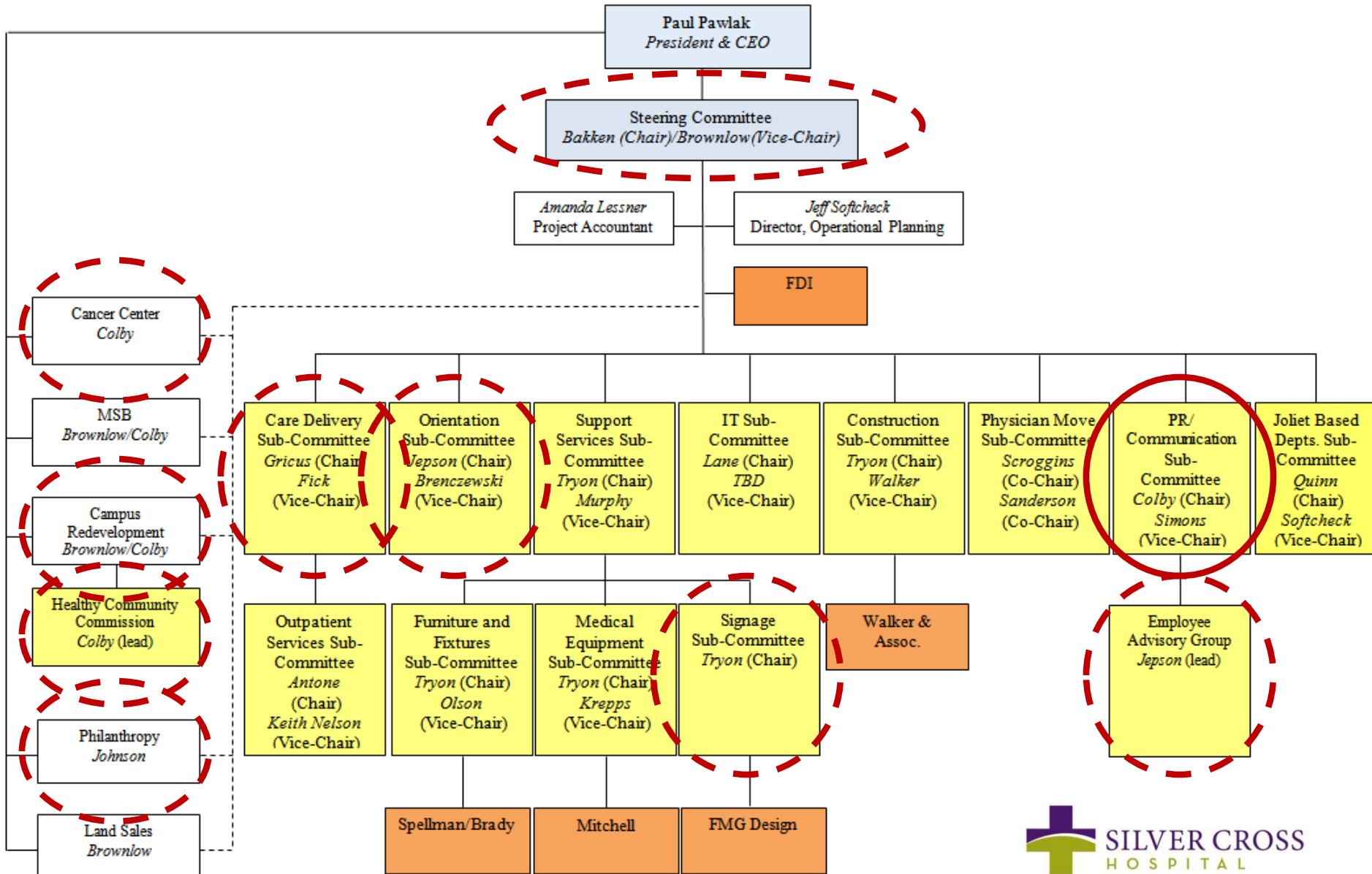
tsimons@silvercross.org

Major Milestones

- July 2007 Plans announced
- July 2008 CON approved
- Sept. 2008 Groundbreaking Ceremony
- Oct. 2009 Topping Off
- June 2010 Flag Raising
- Jan 2011 Launch Refreshed Logo
- Feb 2012 Gala & Grand Opening Celebrations
- Feb 26, 2012 Move Day
- Feb 26, 2013 1-year anniversary



Project Structure



VISION

NOW

FUTURE

We, the Silver Cross Family, are committed to our culture of excellence and will deliver an unrivaled healthcare experience for our patients, their families and the community.

“Committed to Culture of Excellence”

- 6 behaviors
- 100 Top

“Unrivaled Healthcare Experience” (bar raiser)

Enhanced Model of Care

New Facility

Past → Now

- Some patient-family centered care

Now → Move

- More patient-family centered care:
 - Include family in 6 behaviors, information & instructions
 - 24 hour visiting
- Care at bedside
- Mock Room
- Uniforms ?

Post-Move

- More patient-family centered care
 - More care at bedside _____
- Linked to nurse call 24/7
- Acuity adaptable skills
- Integration of procedural services

Benefits to Patients

Pre-Move

- Activation & Transition Plan (FDI)
- Mock rooms

Post-Move

- Natural light in room
- Acuity adaptable rooms
- Smaller units
- Private rooms
- Larger rooms
- Dedicated family space
- Personalization of room – controls, mementos
- Procedural care unit

Benefits to Patients

Messaging:

Nov 2010 – Jun 2011:

Primary – Enhanced model of care & facility support
Why? Conceptual knowledge

Secondary - Facility pictures, floor plans, excitement

June 2011 - Opening:

Primary – Facility & move (who, what, where, when?)
 Practical knowledge (dept. training, timeline, roles, responsibilities, facts, orientation to replacement hospital.)

External Marketing Campaign

6 months Pre-Move Relocation Campaign

- Billboards
- Cable TV
- Direct mail
- Email
- Print Ads
- Online Display/Remarketing
- Mall Banner
- Metra Monthly Ticket Holder mailing
- Movie Theatre on-screen ad
- Radio
- Social Media

1-2 months Pre-Move Community Housewarming Celebration

2-3 Weeks Pre-Move ED Moving

0-3 months post move Now Open



**NEW
ZIP CODE.**
*Same 100
Top care*

Silver Cross Hospital
RELOCATING
2.26.12



SILVER CROSS
HOSPITAL
The way you should be treated.



**NEW
ROOMS.**
*Same
personal care*

Silver Cross Hospital
RELOCATING
2.26.12



SILVER CROSS
HOSPITAL
The way you should be treated.



**NEW
LOCATION.**
*Same warm
welcome*

Silver Cross Hospital
RELOCATING
2.26.12



SILVER CROSS
HOSPITAL
The way you should be treated.

Lessons Learned

- Know who your **Community Champions** are
- Know your limits. **Hire specialists to Help**
Special Event Planners, PR specialists, Media Buyers, Photographers
- **Plan, Plan, Plan**—then Punt!
- **Talk with others** who have gone through this
- Engage your **Leadership Team** as Tour Guides
- It's a **marathon**—not a sprint.
- Take time to **Enjoy all your hard work!**
- Submit for **Pinnacle Awards!**



LITTLE COMPANY OF MARY
HOSPITAL AND HEALTH CARE CENTERS

The Technology to Heal, the Mission to Care

presents the

GRAND OPENING

of the West Pavilion



Little Company of Mary Hospital and Health Care Centers West Pavilion, new Patient Tower

Kelly Cusack, M.B.A.

Director, Public Relations & Marketing



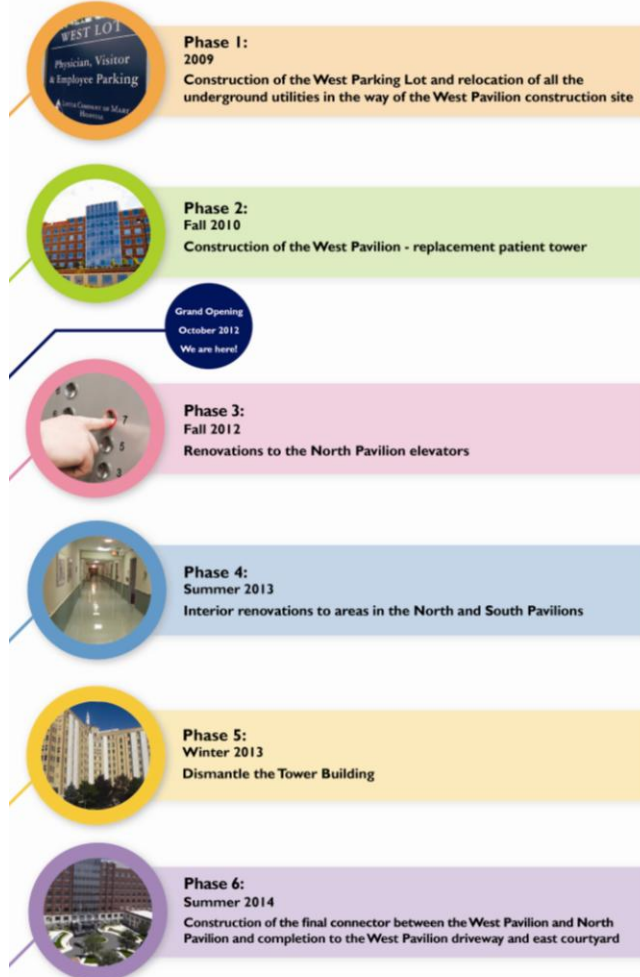
LITTLE COMPANY OF MARY
HOSPITAL AND HEALTH CARE CENTERS

The Technology to Heal, the Mission to Care



presents the

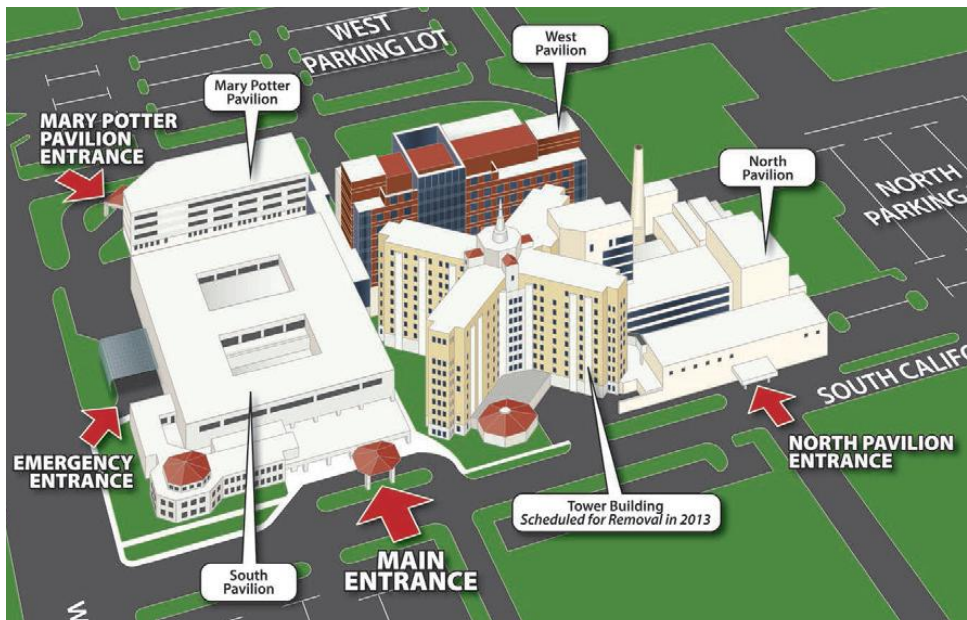
GRAND OPENING of the West Pavilion



- In December 2007, the Hospital Board approved the modernization of our entire campus, including the construction of a replacement patient tower and Women’s Center
- LCMH received CON approval in April of 2009
- Groundbreaking for the West Pavilion held in September 2010
- Groundbreaking for the Outpatient Care Center held in September 2011
- Grand Opening of the Outpatient Care Center in August 2012
- Grand Opening of the West Pavilion in September 2012



- It became apparent that our efforts to provide a desired patient experience was hindered by our 80-year-old facility
- LCMH is known as the “baby hospital,” but we offer much more than maternity services to our community. A new Women’s Center provided the women in our community improved access to these services – all under one roof



Challenges included:

- Being landlocked
- Historic/emotional ties
- Two construction projects at once



LITTLE COMPANY OF MARY
HOSPITAL AND HEALTH CARE CENTERS

The Technology to Heal, the Mission to Care

presents the

GRAND OPENING of the West Pavilion

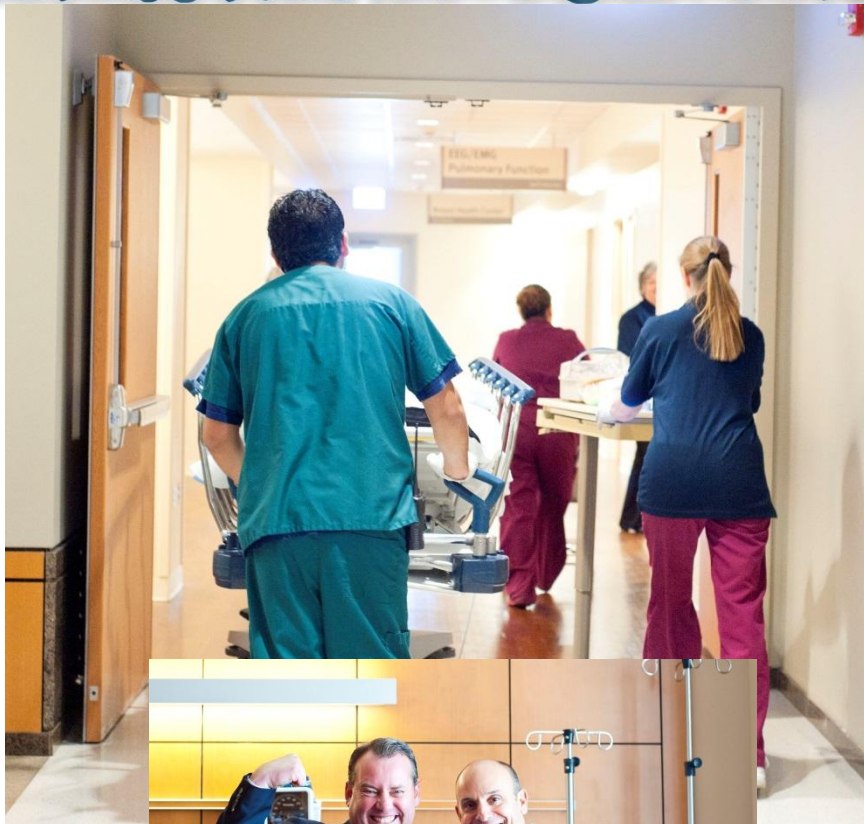
A multitude of events occurred from August through October:

- Outpatient (OPCC) Grand Opening
- Physician / VIP Tours of the OPCC
- Education / Tours for Employees for both facilities
- West Pavilion (WP) Employee Grand Opening
- WP Ribbon-cutting, Blessing & Reception
- Neighbor Appreciation Breakfast
- Community Open House
- Patient Move Day



LITTLE COMPANY OF MARY
HOSPITAL AND HEALTH CARE CENTERS

The Technology to Heal, the Mission to Care



On Wednesday, October 24th we moved our patients to the West Pavilion.

- The move began at 9:00 a.m. and ended at 2:30 p.m. 77 patients transitioned safely into the new building.
- The Incident Command Center was staffed by various Directors and numerous volunteers participated in the move.
- Patient comments included - “The environment is very conducive to healing.” “It’s like a hotel room.”
- Worked with KSA on communications and received prominent coverage on every local network, various local print coverage as well as social media.