

NOVA

FOR THE HEALTH OF YOUR BUSINESS

Turning
A Patient
*into a loyal
customer*

**The
Doctor
Will See
You Now**

*Why 77 Million Patients
Are Waiting to See You*

**We
Have
Your
Results**

*Ways to Make
Sure Your Services
Measure Up*

Doctor's Got A Brand New

BAG Marketing
Must-Haves That
Really Work!

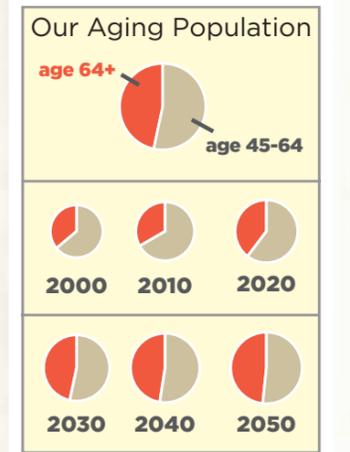


Turning a PATIENT *into a loyal* CUSTOMER

The healthcare marketplace is more competitive than ever.

Due to such factors as decreasing reimbursement amid increasing costs, specialty centers cutting into hospital revenue generators, an increased demand for first-rate care as the first of 77 million baby boomers turn 60 this year, and a longer life expectancy, the need to attract patients is stronger than ever. But these are not yesterday's patients.

This generation is more involved in their healthcare than any other before them, demanding more convenience, more technology and more choices. They're researching, studying and seeking to make more informed decisions. They have become consumers—and your hospital, practice or facility is the store.



When the Healthcare Foundation of Cape Cod realized that they needed a better way to communicate their fundraising efforts to area residents, they knew two things. The first was that they would need to address growing concerns among donors that their contributions were not being used effectively. *And the second was that they needed Nova Marketing.*



Partnership

Nova Marketing began working with Cape Cod Healthcare when the system first formed. They were asked to help create a strategic marketing plan to unite the three main elements that formed the system—Cape Cod Hospital, Falmouth Hospital, and the Visiting Nurses Association of Cape Cod—into a coherent whole that the public would understand and trust.

Engagement

Over the course of their work with the system, Nova had done everything from developing their brand strategy to helping to build the internal marketing function to planning and executing advertising campaigns. They had been equally involved in strategic planning and interaction with senior management and in providing support for their marketing function.

Challenge

The Healthcare Foundation of Cape Cod, the system's fundraising apparatus, asked Nova to create an annual report that would accomplish a number of tasks:

- Increase donations that had begun to suffer as existing donors became increasingly dissatisfied with previous annual reports.
- Be more user-friendly as donors were finding existing reports confusing, difficult to read, and lacking in pertinent information regarding the benefits of their generous contributions.
- Create fundraising opportunities for the upcoming year, while giving donors the recognition they deserved.

Approach

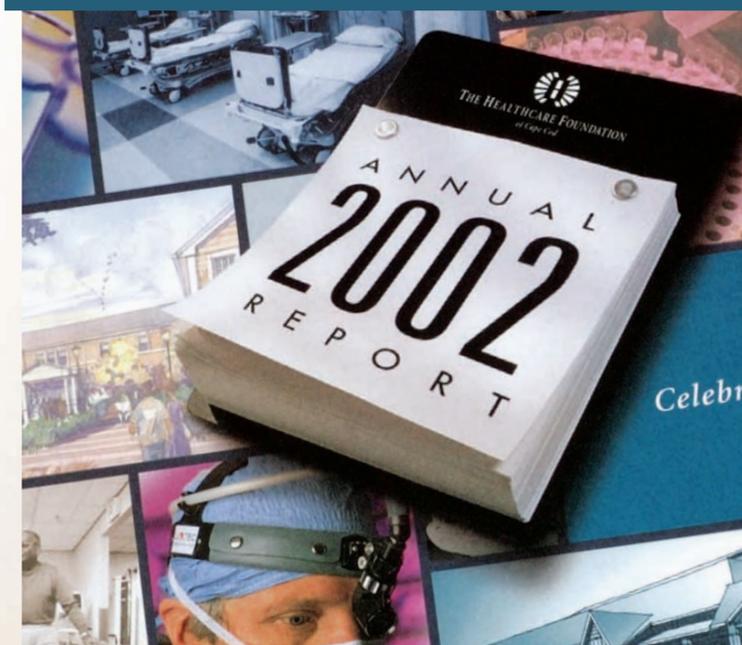
After conducting donor focus groups to help better understand what information they would find most valuable, Nova Marketing designed a high-end annual report that took the reader through each of the Foundation's activities throughout the year. The report not only acknowledged key fundraising events and milestones, but also discussed the various steps that the system had taken during the year to improve area healthcare. This allowed the Foundation the opportunity to both thank its existing donors while also encouraging further acts of philanthropy. The new report contained a complementary donor list insert that left more room in the primary piece to highlight donors and the significant improvements their contributions had made. Every design element was reevaluated, making the report more visually appealing, easier to read and more user-friendly. ■

Not only was the Foundation of Cape Cod ecstatic with the end product, but donors also fully embraced the new design. As a result, donations to the system increased significantly, both from existing contributors as well as new donors.

The annual report also received a Gold Award from Healthcare Marketing Report's Annual Healthcare Advertising Awards for its innovative design.

Getting Results

“donations increased significantly”



A Competitive Edge

The Westerly Hospital was celebrating a birthday. This year, they had only one wish – to design an annual report that would be useful and informative for not only the hospital staff, but also for the community. At the same time, they hoped to celebrate a milestone – the hospital was marking its 75th anniversary and making some exciting changes. *Luckily, their wish was Nova Marketing's command.*

Market

The Westerly Hospital was facing an increasingly competitive regional market with a number of healthcare companies vying for area patients.

Challenge

Nova Marketing's challenge was to create an annual report that would accomplish the following goals:

- Celebrate the hospital's 75th anniversary.
- Explain the expansion of the hospital while still emphasizing its community focus.
- Present itself as both informative as well as useful for fundraising efforts.

Approach

Nova Marketing once again rose to the challenge. By designing a unique cover with the feel of a "Special Edition" annual report, they were able to honor the hospital and celebrate its milestone anniversary. They chose a theme based on a quilt that was designed by the hospital's auxiliary and, after much research into the area's history, used different icons from the quilt, allowing them to tie the main message back to the community.

They also created a series of profiles that connected the community to the staff at The Westerly Hospital. Nova used their stories to showcase the benefits of the hospital's expansion and to encourage area residents to contribute to the hospital's growth. **N**

With the release of the 75th Anniversary Annual Report, The Westerly Hospital received a strong, positive reaction to its expansion efforts. In addition, donations to the hospital increased significantly.

The annual report received a Gold Award from Healthcare Marketing Report's Annual Healthcare Advertising Awards, among several other honors.

Getting Results

*“solidified
their brand
as a community
hospital”*



No Place Like Home

Cape Cod Healthcare was facing a difficult challenge. How could they—a regional healthcare organization—compete with the larger, well-reputed Boston hospitals? Despite their impressive facilities and comprehensive medical services, changing the perceptions of the quality and variety of care that was available on Cape Cod was a daunting task, to say the least. So they called on Nova Marketing.



Market

Though unchallenged by other hospitals in its geographic area, CCHC competes with large Boston hospitals for patients receiving advanced medical care.

Challenge

- To change perceptions about the quality and variety of care available on Cape Cod.
- To stop outward migration and recapture the group of patients that was defaulting to Boston for some treatments.

Approach

Nova Marketing initiated consumer research, which revealed that many people, especially older, more affluent individuals, would default in their thinking to an “it’s only good if it’s in Boston” mentality. They had no clear understanding of how advances in medical technology had arrived at the community hospital level and, in the case of Cape Cod, how many talented physicians had opted to move to the Cape for lifestyle considerations. In short, the public was not aware of how the combination of new medical technologies and new physicians made the case for staying “on Cape” for healthcare much more appealing.

Consumer research also revealed that older, more affluent consumers were not going to be moved in a meaningful way by traditional consumer advertising. The research showed that they had a high demand for specific information about local health services and care options. Finally, the research demonstrated unequivocally that receiving information in the mail at home was this consumer’s most preferred mode of communication.

Based on the market situation and the consumer research, Nova Marketing proposed and developed a high-end consumer health magazine for Cape Cod Healthcare, allowing detailed discussion of the latest advances in care available through the system. ■

Each edition of the Currents magazine is mailed to more than 60,000 households on Cape Cod. The effectiveness of Currents has been measured through annual benchmarking research, which shows that the magazine’s recipients rate CCHC significantly higher than those who do not receive it. It has proven useful not only as a tool for recruitment of patients, nurses and physicians, but also in supplementing fundraising efforts that support the system’s rapid growth.

Currents has won a number of awards, including The Publicity Club of New England’s Bell Ringer Award, Healthcare Marketing Report’s Annual Healthcare Advertising Award and New England Society for Healthcare Communications Lamplighter Award of Excellence, for the creation and execution of this unique tool.

Getting Results

“bringing patients back to the Cape”



The Art of Aging Well

Retirees were heading south for the winter. And the summer, spring and fall, too. In fact, Florida was experiencing one of the fastest growing migrations in the US in the past 50 years. JSA Medical Group, the largest physicians group in the greater Tampa Bay area, was hoping to attract these new patients, but was finding patient crossover to be quite a challenge. They needed a way to capture the attention of this newfound community and show them what JSA had to offer. So *Nova Marketing packed up and headed south.*



Market

Comprised of more than 80 physicians, 27 clinics and 42 affiliated facilities, JSA Medical Group found itself surrounded by fierce competition. With offices scattered across five neighboring counties, JSA was competing with a large number of medical providers.

Challenge

JSA saw significant potential in the aging community, but attracting these new patients was difficult. With the help of Nova Marketing, JSA was looking to:

- Establish JSA Medical Group as the leading provider for healthcare among retired, senior and geriatric groups.
- Recruit and obtain new patients in an older age bracket.
- Recruit new physicians to join the medical group.

Solution

JSA had a distinct opportunity to assert itself as the leader and expert of healthcare for the aging population, among a rapidly growing audience. Nova Marketing recognized the benefits of targeting the 55+ market by promoting healthcare specifically tailored to the needs and interests of older patients.

Nova conducted consumer research that yielded a strong understanding of attitudes and perceptions of the target market. They discovered that patients wanted doctors to *teach* them how best to maintain good health in their golden years—how to “age well”. They found that these patients were very eager to learn and because they were not all computer savvy, magazines and newsletters were their preferred source for information.

Nova’s first step was to re-brand JSA and establish them as the leaders in “healthy aging”. This included a logo redesign, and the addition of the tagline “Age Well,” which created a brand statement with which patients could identify. Television spots were created to reinforce JSA’s philosophy of teaching and practicing healthy aging, allowing new patients to familiarize themselves with JSA.

Finally, Nova Marketing developed Age Well, a publication of JSA Medical group designed to address the interests and concerns of an older audience, personalized for the Tampa region. Each edition featured a variety of JSA physicians and highlighted a number of provided services. To help defer the magazine’s cost, Nova sold the inside cover to Humana, a Tampa-based insurance company specializing in the coverage of this aging population and who was equally as anxious to attract the incoming residents. ■

The first edition of *Age Well* was sent to 100,000 households in the greater Tampa region. Readership tripled in its first two years and the magazine is now sent to over 350,000 households of residents, age 55 and older.

Benchmark research indicates that *Age Well* resulted in a significant increase in awareness of JSA’s services among older Tampa residents. To date, the success of the television spots, the re-branding effort and *Age Well* have helped to establish JSA Medical Group as the leader in healthy aging. Physician recruitment has also improved significantly. JSA has grown its network and increased its number of offices by thirty percent.

Getting Results

“JSA has increased its number of offices by thirty percent”





Others see the glass half empty.

We see it very full.

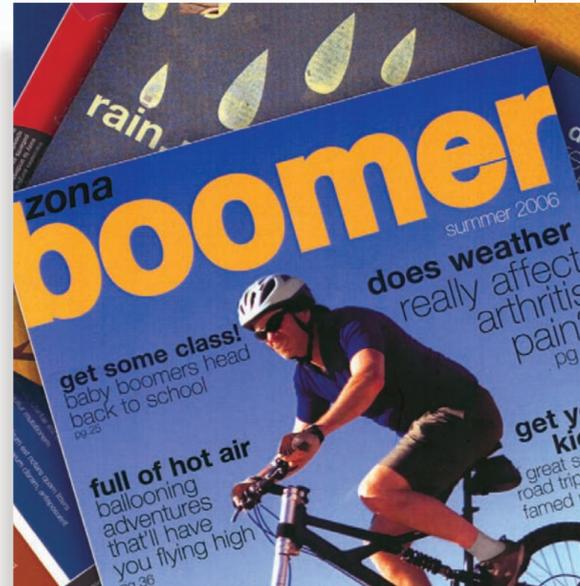
The Publication

boomer is a unique, high impact direct mail piece that is presented as a consumer magazine. It appeals to the maturing Baby Boomer; a member of a rapidly growing population who still strives to live an active lifestyle and who has approached a time in life when they are ready to make changes and live their lifelong dreams. Boomers are not old and more importantly, they do not *feel* old. After a lifetime of raising a family and tending to their needs, they are ready to do the things that make *them* happy. **boomer** targets specific geographic areas that are highly populated with these Baby Boomers.

The Opportunity

When you sponsor a **boomer** publication, you gain a unique opportunity. Suddenly, **boomer** becomes your magazine. This exclusive direct mail piece is custom-made to address your individual marketing needs by taking those needs and creating insightful self-help articles

that contribute to the vitality and well-being of the Baby Boomer generation. For example, when a hospital in the Northeast needed a way to attract patients to its state of the art MRI center, **boomer** supported that effort with an article lauding the procedure and touting its lifesaving benefits.



Advertisers with **boomer** gain exposure to the same rapidly growing audience, while helping to defray your cost, allowing you to deliver your message at a more affordable price.

Baby Boomers, who grew up in the “Magazine Age,” will embrace **boomer** because it understands their community as a whole, meets the needs and expectations of their changing lifestyles, and celebrates the belief that the best years are still to come.

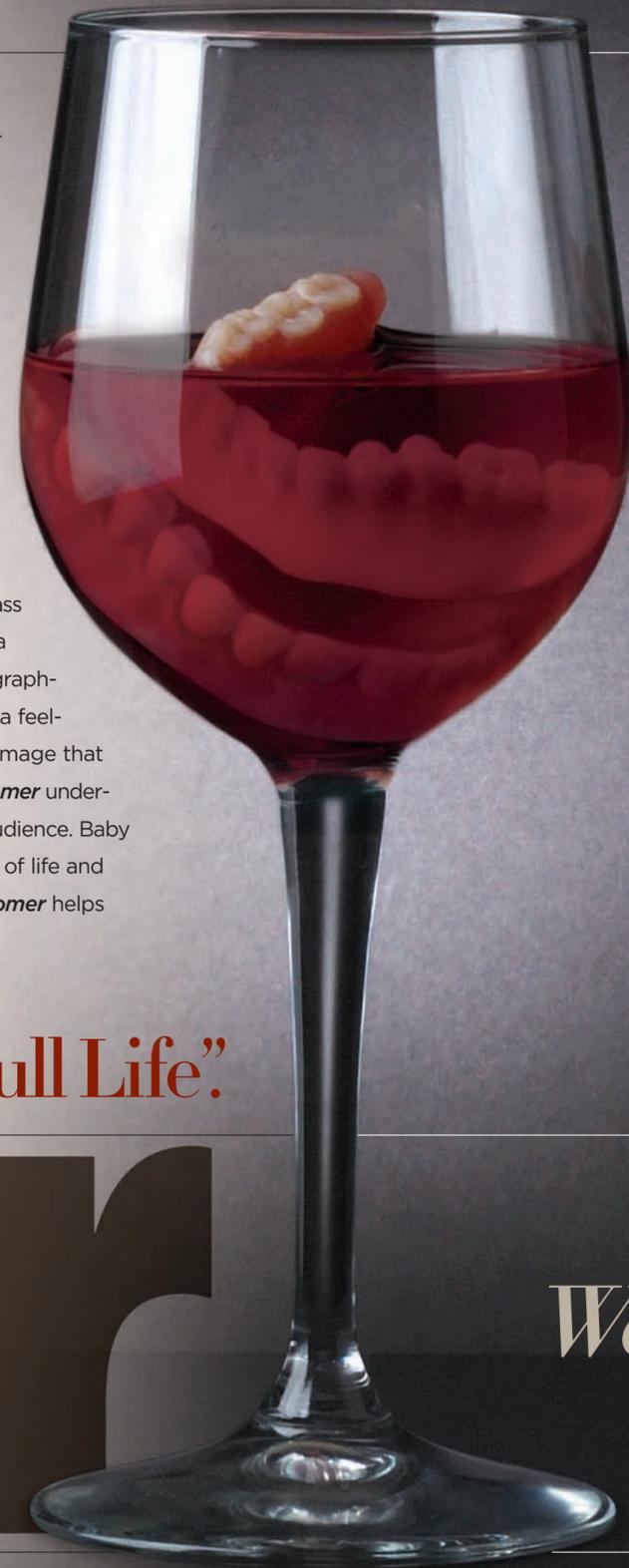
The Content

Because **boomer** is found in targeted locations, careful attention is paid to area colloquialisms and familiar slang to personalize a publication created with local Baby Boomers in mind (Arizona—*zona boomer*, Florida—*gator boomer*, New York—*metro boomer*). Its content is specific to the area and includes local and national health & wellness information, mixed with unique local flavor that readers can really relate to. Not limited to health articles, the magazine takes a fresh look at topics that interest active

and vital Baby Boomers, including travel tips & destinations, leisure activities, local entertainment and current events.

The Tone

boomer's quick, easy to read format appeals to readers who are looking for fresh, unique and insightful articles combined with an optimistic outlook and an upbeat, “glass is half full” attitude. Using a strong style and colorful graphics, the magazine projects a feel-good, current, up to date image that lets readers know that **boomer** understands and celebrates its audience. Baby Boomers are energetic, full of life and ready to get out there. **boomer** helps them do just that.



New magazine has Baby Boomers sinking their teeth into “The Full Life.”

boomer

We see it very full.

Heritage at Falmouth knew it was something special. Drowning in a crowded sea of competing retirement homes, it needed a marketing “life preserver”—a way to differentiate itself as a unique, yet comprehensive facility. But without a marketing team to tackle these challenges, rough waters were definitely ahead. *So it sent out a signal for help—and Nova Marketing jumped right in.*



Market

Heritage at Falmouth found itself in the midst of a crowded field of retirement homes in a region with a wealthy, aging demographic.

Challenge

Heritage at Falmouth had several goals in mind:

- Define an organization with no marketing direction.
- Differentiate from other retirement homes by articulating a unique, luxurious way of living.
- Address a need for privacy, while still promoting the social and service elements of the facility.

Solution

After visiting the facility, Nova Marketing was able to identify some key characteristics that gave them valuable insights and helped them to define the unique lifestyle at Heritage at Falmouth.

The key vehicle designed to express this lifestyle was a high-end brochure, appropriately named “Lifestyles.” The strategic process behind the piece included gathering input from the facility’s management staff, and involving them in every phase of the production. Nova created a series of profiles that demonstrated how Heritage at Falmouth combines a respect for privacy with the activities, service and sociality expected at a top retirement community. These profiles included photographs as well as testimonials from current residents and families.

The brochure accentuated the hospitable atmosphere of the facility by depicting its elegant architecture and landscape, evoking a resort feel. It also highlighted the constant care and assistance that are expected in such an environment.

Finally, Nova created a cover to capture the sense of warmth that is a hallmark of Heritage at Falmouth, completing the unique sense of community. A pocket was attached on the back cover to allow targeted information to be included as necessary. ■

The management staff of Heritage at Falmouth was thrilled with the brochure. They continue to use it as a sales tool and have currently filled the facility to capacity. In addition, Heritage at Falmouth now maintains a long waiting list of potential residents.

The brochure was also a Gold Winner at the 20th Annual Healthcare Advertising Awards.

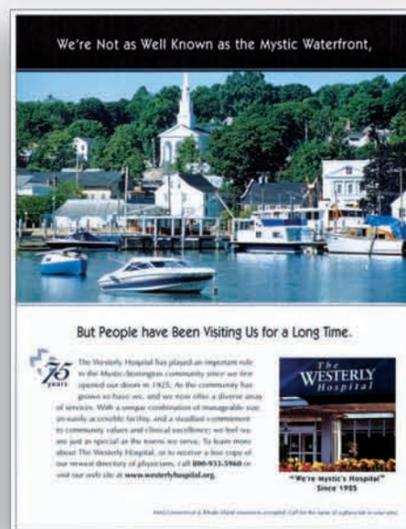
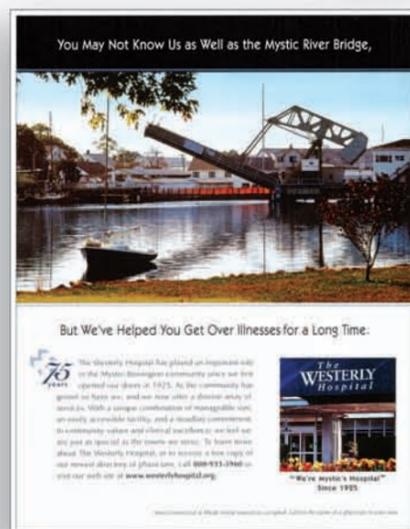
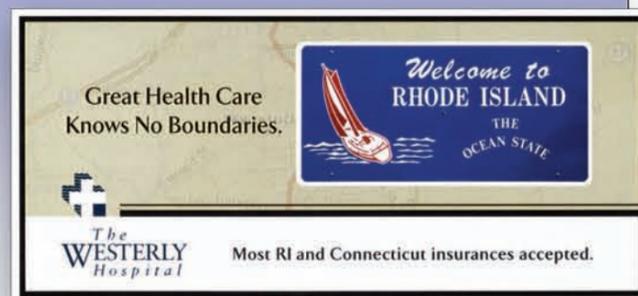
Getting Results

“...currently filled to capacity”



A Run for the Border

Location, location, location. The Westerly Hospital was in a good one. The problem was that their Mystic, Connecticut neighbors just over the border didn't know that this independent community hospital in Southwestern Rhode Island was even an option for them. Could they ever convince Connecticut residents to think of a Rhode Island hospital as their community hospital? They weren't sure. *So they asked Nova Marketing to make a run for the border.*



Market

The Westerly Hospital found itself in an increasingly competitive regional healthcare market. And while a Connecticut market area was close to Westerly, its population was most often drawn to more distant Connecticut hospitals by default.

Challenge

Nova Marketing was asked to create an advertising campaign that would encourage Mystic, Connecticut residents to think of The Westerly Hospital as their community hospital, despite the fact that it was in another state.

Approach

Nova decided to take a unique approach to the hospital campaign. They developed a series of print ads that connected Mystic landmarks to the Rhode Island-based hospital. The ad copy reinforced the message that The Westerly Hospital was just as much a part of the Mystic community as the well-known Connecticut hospitals. The copy went on to emphasize the history of The Westerly Hospital in that area.

Nova supplemented the print ads with strategically selected billboards near the Connecticut/Rhode Island border that bore the tagline, "Great Health Care Knows No Boundaries." The supporting copy also clarified for residents that Connecticut insurance was accepted at The Westerly Hospital. ■

The Mystic campaign effort was a success. The Westerly Hospital noted a marked increase in Connecticut patients requesting treatment at the hospital.

The campaign went on to receive a Gold Award from Healthcare Marketing Report's Annual Healthcare Advertising Awards.

Getting Results

"noted a marked increase in patients"



Waking the Sleeping Giant

Once upon a time, there was a hospital called Fatima. And while surrounding hospitals, including well-known Boston facilities, were busy accepting surgical patients throughout the Northeast, Fatima was busy with a project of its own. The little area hospital was hard at work, building a state of the art surgical pavilion unlike any other in the region. But the perception that this small, Catholic hospital could provide the kind of cutting edge technology found at the bigger hospitals was going to be hard to break. *So they called on Nova Marketing to supply the happy ending.*



Market

Fatima Hospital, the only Catholic hospital in Rhode Island, found itself constantly overshadowed in an extremely congested region of healthcare competitors, including the larger Boston hospitals.

Challenge

Because Fatima was seen more as a place of spiritual healing, rather than one of technological advancement and groundbreaking treatment, Nova Marketing's challenge was to break the popular perception that Fatima Hospital was "behind the times" in terms of technology and capabilities.

Solution

Nova launched an aggressive campaign aimed at breaking the current perception of Fatima Hospital, building credibility as a technologically advanced facility and introducing the hospital's brand new, state of the art surgical pavilion.

Understanding that the campaign needed to be bold and unexpected, Nova decided to take a futuristic approach. The tagline "Tomorrow's Surgery...Today" was carried throughout the campaign and announced that the future of surgery, with all its cutting edge technology, had come to Rhode Island and was now available at Fatima Hospital. The close-up image of a surgeon, complete with mask and surgical light, was reminiscent of an astronaut exploring new territory in space, giving posters, print ads and aggressively placed billboards the stopping power they needed.

Broadcast television and radio spots were created, leading viewers and listeners to believe that the facility the ad described was found in Boston. Instead, the spots focused on Rhode Island and the kind of care found only at the surgical pavilion at Fatima Hospital. The spots included testimonials from physicians and nurses, who spoke about the new facility and the incredible new procedures available to surgical patients.

A capabilities brochure and annual report were also created, allowing Nova to reposition the hospital and further establish its credibility while highlighting Fatima's newest attractions.

Today, Fatima Hospital has one of the busiest surgical facilities in New England. The state of the art pavilion has attracted patients from all over the region, including those who would normally choose Boston hospitals for their surgical care. Additionally, there was an increase in physician recruitment as doctors discovered that they could perform these new procedures with the newest technology that was now available at Fatima.

Getting Results

"now one of the busiest facilities in New England"



...Today.

Back On Their Feet Again

The Southern New England Rehabilitation Center needed a little rehab of its own. SNERC, as it is known to Rhode Island residents, was the area's leading rehabilitation center. Yet it was quickly becoming lost in an ever-growing crowd of similar facilities. And though the quality of the services offered at SNERC was unmatched, they still couldn't seem to get patients' attention. *Until Nova Marketing got them back on their feet.*

Market

St. Joseph Health Services of Rhode Island, the state's Catholic healthcare system, found its rehabilitation center, Southern New England Rehabilitation Center (SNERC), drowning in a crowded sea of tertiary care providers and community hospitals, all competing to attract the same rehab patients.

Challenge

Nova Marketing's challenge was to improve audience awareness of SNERC in an effort to recapture not only its dwindling market share, but also the attention of community members, who seemed to be growing increasingly unsure where to turn in the crowded rehabilitation market.

Solution

Nova was anxious to nurse the center back to health. Forgoing the usual advertising headlines, they decided to take a different approach. By creating a series of print ads, they were able to offer definitions of such words as "rehabilitate," "compassion" and "independent"—words that echoed the sentiments and goals of SNERC. The ads underscored the importance of these ideas to SNERC's mission, while subtly reinforcing the fact that the Southern New England Rehabilitation Center continued to define rehab in Rhode Island.

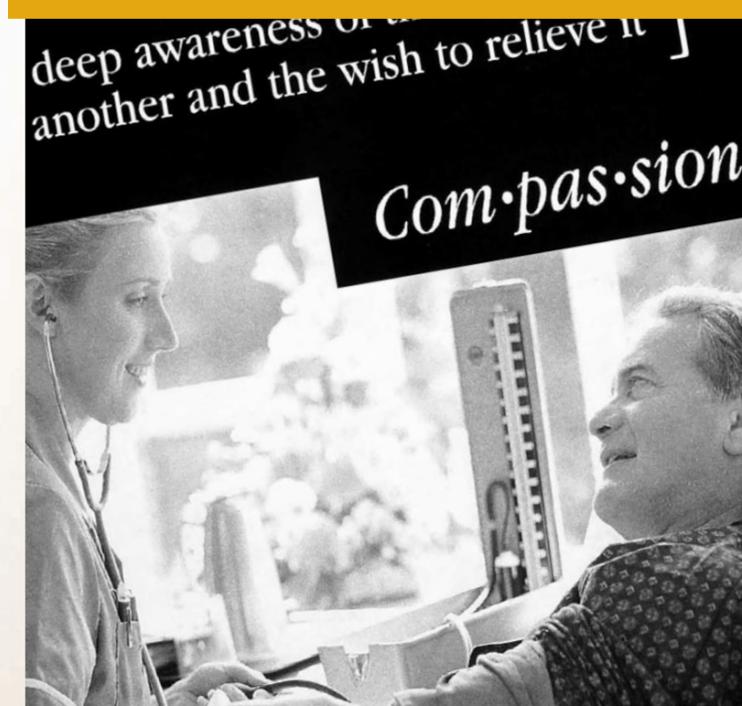
Aggressive advertising placement in local media ensured that the message would reach a diverse audience. ■

The SNERC campaign was instrumental in bringing about a significant increase in admissions from acute care hospitals.

The campaign was also the recipient of Healthcare Marketing Report's Annual Healthcare Advertising Award.

Getting Results

“significant increases in admissions”



The Perfect Equation

A puzzling problem faces your industry. Healthcare providers have multiplied in recent years, adding more and more difficult choices for today's patients in an already over-populated sea of mixed messages and misinformation. And as time is increasingly subtracted from patients' busy schedules and lifestyles, healthcare providers struggle to multiply their means of communicating in more direct, effective ways that will divide them from the competition. But despite these efforts, things just aren't adding up. *That's where Nova Marketing enters the equation.*

For more than 40 years, Nova has been turning patients into loyal customers. As you've seen throughout this magazine, we've produced everything from print ads to broadcast—and perhaps, most important of all—we've produced results. Bringing a powerful retail approach to healthcare, Nova has helped healthcare providers across the country increase patient admissions, fill facilities to capacity, improve donor support and improve communications with new and existing patients.

From marketing plans and advertising campaigns to annual reports and capabilities brochures, Nova Marketing thinks creatively, targets correctly, executes flawlessly and evaluates continuously—all in an effort to build your customer base and improve your bottom line.

Using retail practices that help you become more customer-focused, we capture mindshare, make your organization top of mind and increase your revenue.

Retail Detail—We look at every aspect of your operation through a retail lens to improve the customer experience. From signage through care delivery, no element is overlooked.

Brand Aid—Starting with research and strategic planning, we apply field-tested techniques and leading edge creative to strengthen your brand.

Trusted Resource—Using innovative approaches, we position you as a trusted resource and place your name top of mind.

By getting inside the customer experience, we are better able to understand their motivation and purchase patterns. We understand who's buying and why: the demographics and psychographics.

And as retail thinkers, we understand how to produce traffic-driving marketing programs with results that really add up.

Learn more by contacting Nova Marketing at 617-770-0304, ext.150 and let us do the math.

Bringing a powerful retail approach to healthcare, Nova has helped healthcare providers across the country increase patient admissions, fill facilities to capacity, improve donor support and improve communications with new and existing patients.

Getting Results

“increase patient admissions”

“fill facilities to capacity”

“improve donor support”

HEALTH
CARE

RETAIL

NOVA
MARKETING

NOVA
MARKETING

A Healthy Dose of Brand



A cap-worthy logo. A new image to inspire hope. Or a few new looks for a familiar face. No matter what the need, Nova Marketing understands the importance of brand in your marketing diet.

Fortified with essential research and full of careful strategic planning, Nova serves up innovative, but proven techniques aimed at enriching your brand. Also a good source of unique and exciting creative that may actually help reduce your risk of stress and marketing anxiety.

So when it comes to the health of your business, let Nova Marketing get you off to a good start.

