

MARKETING

Ad campaign restores health to Jewish Medical Center's image



**Dina
Bunn**

Wait a minute, advertising may actually work.

In September, **National Jewish Medical and Research Center** launched its first real branding campaign in its 100-year history.

The hospital has long been a leading treatment and research center for pulmonary and immunological disease. It's been recognized for two years in a row as the top respiratory care facility in the country by *U.S. News and World Report*.

Awards and recognition are good, but they don't pay the bills.

Patient numbers had been flat for National Jewish. Surveys showed the hospital did not have a high awareness in the community.

So **Barnhart/CMI** rolled out a series of print ads of softly focused, heart-warming scenes of healthy people.

"The campaign was a very significant effort for us," said **Elizabeth Moroney**, marketing director for National Jewish.

The hospital now reports it has reached a 16-year-high in the number of new patients, with a 15 percent increase coming from metro Denver.

Surely, it wasn't just the pretty pictures.

"Certainly the ad campaign is one part of it, but the real impact came from strategic planning," said Barnhart's **Kelli McDonald**, director of brand development for the Denver agency.

The agency's team participated with focus groups and customer surveys, as well as interviews with doctors and representatives from managed-health-care organizations. The result was a campaign with a consistent brand image in its print ads and direct-mail pieces, as well as health fairs and seminars.

"We were true partners, from the outset," McDonald said.

To celebrate the good news, and National Jewish's second time around as the best respiratory hospital in the country, Barnhart is rolling out another ad with the flavor and feel of the healthy image ads. The new piece is of a person in overalls, hip-deep in a lake, his arms stretched over his head.

Being the number one respiratory hospital
two years in a row
means a lot to us.

It means even more to our patients.

It's exciting to be able to recognize the simple pleasures in life of your loved ones, all across our nation. At National Jewish Medical and Research Center, we treat our patients with the best possible care. In fact, *U.S. News & World Report* just named us the number one respiratory hospital in America for the second consecutive year. So National Jewish really is the best place to help get you back to life.

NATIONAL JEWISH
Medical and Research Center

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and Denver Offices

Call our U.S. 1-800-222-1111 or visit our website at www.national-jewish.org

Barnhart/CMI

The National Jewish Medical and Research Center in Denver, with Barnhart/CMI, used a series of ads to bring more new patients to the hospital.