Mercy Medical Center

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A proposal to make Mercy Medical Center Serene’s premiere medical facility

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“Success doesn’t come to you,

you go to it.”

–Marva Collins

The purpose of our proposal is to improve Mercy Medical Center’s reputation and success in Serene.

In this proposal, you will find detailed research, perspective goals and objectives, programming and evaluation.

As the quote says, you must find your own success. By coming to us, you have already taken the first steps toward achievement.

Thank you for taking time to read our proposal and letting us be a part of your facility and future triumphs.

All our best.

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**Executive Summary:**

In the campaign proposal, you will find different components that serve to meet the overall goal of increasing and improving the reputation of Mercy Medical Center in Serene. The proposal has four main aspects to consider for the campaign: Research, goals/objectives, programming, and evaluation.

In the research section there is information regarding the client and their current situation and the targeted audience. Mercy Medical Center is the client who is trying to improve their image among the community. The targeted audience is segmented into three segments of importance. Through research, the plan of action was decided.

The goals, objectives and tactics chosen for the campaign were specifically formulated with Mercy Medical Center and the people of Serene in mind. The two goals of the campaign are to increase patient numbers at Mercy Medical Center and to improve Mercy Medical Center’s reputation. The tactics will not only help to meet the set goals, but they will also improve the hospital’s image as a whole.

Strategy, tactics, a timetable and a budget are included in the programming section. The main idea of the MCC campaign is to make MCC the premiere hospital of Serene. Through increasing the number of patients and improving the reputation while selling the hospital on its small size, the feeling of exclusiveness will be created. Tactics were chosen to help create this image. The timetable and budget give both structure and definition to the campaign.

Evaluation is critical to a campaign. We will gage the campaign’s success in two main ways. First, in 2013, the success will be measured by the percentage of patient increase at Mercy Medical Center. Secondly, in 2016, the campaign success will be determined if Mercy Medical Center is ranked as the number one hospital in Serene.

Mercy Medical Center will be able to evaluate its progress throughout the years by the evaluation and results of the tactics.

At the end of the proposal, a few supplements are provided.

Mercy Medical Center was made to succeed, and this campaign will take the hospital to the next level of medical care. Mercy Medical Center is not only a hospital, but it is a home to many. **Research:**

**Client Overview:** The client is Mercy Medical Center (MCC). The center was founded in 1990 and is the smallest of the three hospitals located in Serene. Because of the hospital’s small size, it has been overlooked by the community. MCC’s administrator, N. Good Health, relied on the hospital’s good reputation to bring in patients and in turn, never marketed the hospital to the public. The hospital has all the tools available to succeed; it just has not been promoted to do so. Doctors and nurses who have worked at MCC stated that the hospital is a great place to work, that excellent care is provided, and that the nursing staff is particularly friendly. Unanimously, the staff agreed MCC’s main problem is “nobody knows about us.”

MCC has two main competitors. The first is The State University Medical Complex, which is highly respected and well known for its trauma center. The second competitor is the Baptist Hospital, which is not only the oldest hospital in Serene, but it is considered the traditional family hospital and is funded by the Baptist Church. Both competing hospitals offer excellent care, well-known reputations and have more modernized resources than MCC. Additionally, the hospitals have been successful in marketing toward the community and have received favorable publicity.

**Situation Analysis:** Currently, the hospital has a poor reputation and is hoping to improve it. The purpose is to create a higher perception of the medical care at Mercy Medical Center. MCC’s biggest issue is that it is the least known medical center in town.

Research was conducted to find out the strengths and weaknesses of MCC. 1,000 area residents and 500 former MCC patients were questioned. The highest attributes they hoped to find in a hospital were, in descending order, surgical care, medical equipment, cardiac care, emergency services/trauma, range of medical services, nursing care, moderate costs and location. Although the location was ranked the lowest out of the different qualities, it was still a high 7.94. This proves that all attributes are important to members of Serene. Out of the 500 MCC patients that participated in the survey, the majority voted that Serene had the highest quality of nursing care, convenient location, range of services and emergency care; even though when ranked among all Serene residents these qualities came in last.

After Health conducted his research, it was concluded that the State Medical Complex is number one among area hospitals. But the people who have experienced MMC’s care rank it the highest in Serene.

The purpose of the proposal is to improve Mercy Medical Center’s reputation and success in Serene while creating an elite image to the community.

**Target Audience:**

Target audiences for the MCC campaign include women and men ages 40 to 60 and their families, Serene’s community as a whole, and small surrounding towns that don’t have medical centers.

*Primary:* The primary target audiences are women and men ages 40 to 60 and their families who live in Serene. These people are typically educated and have completed high school. They understand the seriousness of illness and injuries. In the situation that something occurs, they will know when to seek medical care for themselves or their family members. Members of the primary target audience fall into the middle to upper class, making a minimum household income of $65,000 a year. With this income, the residents most likely have a quality job with insurance benefits. Members of the target audience who go to hospitals don’t have a specific religious affiliation. They are people who have previously received medical care from MCC, who do not have strong ties to other medical centers, or are looking for a medical provider.

*Secondary:* Though the primary target audience is more focused on people in Serene who do not have ties to other medical centers, MCC is also marketing to Serene’s community as a whole. By improving their public relations through marketing, MCC is hoping to get the community to try their facility. Members of the secondary target audience include all people in Serene who can be reached through different forms of media and may need medical care presently or in the future. Members of this target audience may not be patients at MCC, but they are willing to try it and in turn, talk positively about their experience to friends and family. The secondary audience shares the same qualities as the primary audience.

*Tertiary:* The tertiary audience includes members of small surrounding towns that don’t have medical centers or the residents of those towns are looking for a higher quality of medical care. These people are also educated and fall into the middle to upper class range like the primary and secondary target audiences. Their small towns may not have the medical care they need or what is available may not meet their standards. It would be easy for the members of this target audience to come to MCC and they are willing to travel to get better quality care. They understand the importance of proper health care and are seeking to find the best care for themselves and their families.

**Goals/Objectives**

Goal #1: To increase patient numbers at Mercy Medical Center.

Objective #1: To expand the number of patients by 30 percent by 2013.

Tactic #1: To raise awareness by releasing advertisements for MCC in Serene media outlets.

*Brief description:* To create print advertisements in the Clarion, the Free Press and the State Reporter. Also, for MCC to have radio advertisements air on KSKY-AM-FM and KISS-FM radio stations. Also, television advertisements on KWIK-TV and the 18 channels provided by the Serene Cable Company.

*Deadline:* December 2013

*Budget:* $15,000

*Supervisor:* MCC administrator N. Good Health

*Evaluation:* The success of this tactic will be measured by the increased percentage of patients at MCC.

Goal #2: To improve Mercy Medical Center’s reputation.

Objective #2: To make MCC the number one medical facility in Serene by December 2016.

Tactic #2: To host a blood drive for MCC’s new children’s wing.

*Brief description*: This blood drive will bring in new faces and positive PR to MCC. Donations will be accepted as well. All blood and money donated will primarily benefit the children of MCC. A tour of the new children’s wing will also be available. During the tour, hospital rooms will be shown as well as two main operating rooms and the children’s play center. All those who give blood or donate will receive snacks and a free T-shirt that promotes MCC.

*Deadline*: June 2011

*Budget*: $6,000

*Special Requirements*: To make sure the children’s wing is completed by May 2011. To make sure all nurses are available during the blood drive to help draw blood and also take care of hospital patients.

*Supervisor*: MCC administrator N. Good Health

*Evaluation*: The number of people who donate blood and the money donated will determine the success of this tactic.

Tactic #3: To host a meet and greet cocktail hour in the hospital annex.

*Brief description:* The purpose of this meet and greet is to allow the residents of Serene to meet MCC’s doctors and nurses while enjoying hors d’oeuvres and drinks. Guests will be able to see the professionalism and quality of staff at the hospital. This event will make the small medical center seem more exclusive and will make it seem more sought after. The guest list will be planned in accordance with the members of Serene who have the potential to be future patrons to the hospital. Doctors present will include pediatricians, cardiologists, and other specialists.

*Deadline:* February 2012

*Budget:* $4,000

*Special Requirements:* Renew liquor license and schedule caterers before January 2012.

*Supervisor:* MCC administrator N. Good Health

*Evaluation:* The number of people who attend and the amount of money donated will show the success of tactic #3.

Tactic #4: To have a “Think Pink” luncheon for society women of Serene.

*Brief Description:* The month of October is Breast Cancer Awareness month and in order to raise awareness and receive donations, MCC will host a luncheon for women in Serene. To attend the luncheon, a table can be purchased for $300 or individual seating for $40. During the luncheon, there will be all pink fashion show with breast cancer patients and survivors serving as models. The seated lunch will include a starter salad, chicken crepes with asparagus and mushrooms, and a decadent “pink” velvet cake. Lunch will be served at noon with the fashion show beginning at 12:30 p.m. The Luncheon date is currently set for October 14, 2013.

*Deadline:* October 2013

*Budget:* $5,000

*Special Requirements:* To find and hire a party planner before January 2013.

*Supervisor:* MCC administrator N. Good Health

*Evaluation:* The amount of money received for breast cancer and the number of tables purchased will prove how successful tactic #4 is.

Both goals have their own specific purpose but coincide to create a better overall image for Mercy Medical Center. The tactics from goal number one and two help achieve the overall goal of the campaign which is to increase and improve MCC’s reputation among Serene.

**Programming:**

**Strategy:** The main idea of the MCC campaign is to make MCC the premiere hospital of Serene. Through increasing the number of patients and improving the reputation while selling the hospital on its small size, the feeling of exclusiveness will be created. The campaign hopes to persuade members of the Serene community to make MCC their hospital of choice. The different aspects of the campaign will provide the community with an inside look into what MCC has to offer. It is the smallest hospital in Serene, which allows the doctors to have a closer relationship with their patients. This provides a more relaxing and patient-orientated environment. Research among Serene residents proved that MCC is ranked first in terms of convenient location, range of services, and emergency care.

**Tactics:** The tactics listed in the goals and objectives section, which includes print and radio advertisements, television advertisements, T-shirts and various social gatherings, will all increase the positive reputation of MCC. These tactics will be effective because the advertisements will help grab attention and promote positive word-of- mouth while the social gatherings and fundraisers will create a fan base and as a result, bring patients into the hospital.

**Time Timetable:**

**January 31, 2016:** To increase number of patients at MCC by 30 percent

December 1, 2013: Create and release print, radio and television advertisements.

**December 31, 2018:** To make MCC the number one medical center in Serene.

June 17, 2011: To host a blood drive for MCC’s new children’s wing.

February 23, 2012: To host a meet and greet cocktail hour in the hospital’s annex.

October 4, 2013: To host a “Think Pink” luncheon and fashion show.

**Budget:**

|  |  |  |
| --- | --- | --- |
| ITEM DESCRIPTION | COST | TOTAL |
| Newspaper Ads: 8x4, Sunday Paper for 2 yrs in 3 newspapers. | 2 year contract with each publication: $300 | $900 |
| Radio Ads: 30-second ad for 2 yrs, 3 times a day on 2 stations | 2 year contract with each radio station: $1000 | $2,000 |
| TV Ads: 45-second ads for 1 year, on 10 cable stations and 1 local station | 1 year contract with each TV station: $1000 | $11,000 |
| Production of print ads | $100 | $100 |
| Recording of radio ads | $250 per ad | $500 |
| Production of TV ads | $500 for equipment  $300 per actor x4  $600 director/studio fee | $2,300 |
| Blood drive T-shirts | 500 T-shirts at $10 a shirt. | $5,000 |
| Blood drive drinks & snacks | $300 for drinks  $300 for snacks | $600 |
| Invitations for meet and greet | $500 | $500 |
| Alcohol and other beverages | $2,000 | $2,000 |
| Hors D’oeuvres | $1,000 | $1,000 |
| Party planner for luncheon (this includes: post cards, catering, decorations, and clothes for fashion show) | $7,000 | $7,000 |
|  | **SUBTOTAL** | $32,900 |
|  | **Contingency budget** | $1,000 |
|  | **TOTAL** | $33,900 |

**Evaluation:**

In 2013, MCC will know if the campaign is successful if the number of patients at MCC has increased by 30 percent. In 2016, MCC will know if the campaign is continuing to be successful if the people of Serene rank MCC as the number one hospital in town. The hospital will be able to evaluate its progress throughout the years by the evaluation and results of the tactics.

In order to reinforce audience behavior and attitudes, MCC needs to continue to promote the hospital through advertisements and events. Also, it is important for the people in the target audiences to continue to have good experiences at the hospital so that they will talk positively about MCC’s medical staff and care. When people are satisfied with a business, they tell three friends about their experience, but an unsatisfied person tells nine.

Currently, MCC is a great hospital and has all the tools to be the top medical care facility in Serene. The hospital’s problem is that it has not be publicized well and is unknown to the majority of people in Serene. The campaign plans different goals, objectives and tactics will bring new patients to MCC and promote its reputation.

Support Breast Cancer Awareness Month with Mercy Medical Center



**When: October 14**

**Where: Mercy Medical Center**

**What: Lunch & Fashion Show**

**Cost: $300 per table**

\*Lunch will include a starter salad, chicken

crepes with asparagus and mushrooms, and

a decadent “pink” velvet cake at noon.

The fashion show will begin at 12:30 p.m.

.:.*Tables can purchased online at www.MMCluncheon.com or by calling Mercy Medical Center at (405) 607-8888* .:.

Invitation for the cocktail party: