

A stylized illustration of a man with a beard and a red tunic, holding a glowing yellow lightning bolt. The background is a textured purple and blue. The man is shown in profile, looking towards the right. The lightning bolt is bright yellow and jagged, extending from his hand towards the top right of the frame. The overall style is reminiscent of a comic book or a graphic novel.

Focused Publications Hit the Mark

How service line-specific marketing pubs can hit your target audience where it counts.

THE EIGHT OTHER hospitals in your immediate area offer everything your hospital does, but you do it a little better. How can you get this message out to the people who matter? Become one of the growing number of hospitals that produce service line-specific publications.

“Some facilities have very specific goals for certain service lines, and a publication with a sole focus on that service line may be the best way to sell it,” says Jason Provonsha, vice-president of business development at True North. “The key is to make sure the publishing solution aligns with the organization’s overall strategic plan and specific marketing tactics.”

AN INSIDE LOOK

At PinnacleHealth in Harrisburg, Pennsylvania, and JFK Medical Center in Atlantis, Florida, cardiac care is second-to-none. Because of their high level of competency, cardiology is also one of both facilities’ key strategic areas of marketing focus. To promote the cardiac services provided, PinnacleHealth began produc-

ing *Straight to the Heart*, and JFK started the *Journal of Cardiovascular Care*.

The *Journal of Cardiovascular Care* is exactly what it sounds like—a no-nonsense periodical that speaks directly to physicians in medically fused language. The publication is sent to cardiologists, cardiac surgeons, and referring physicians, and gives solid, factual information about clinical trials, ongoing research, and advances in cardiac care. There is no “fluff” in the journal, no clever introductory paragraphs, no photos of smiling families—and that’s exactly what JFK wants.

“Open-heart surgery is a very competitive market, and to continue being a leader in cardiac services, we decided to create our journal as a marketing initiative,” says Gina Melby, CEO of JFK. “The physicians we deal with were always pushing for something like this because they want to have appropriate data to make appropriate decisions for their patients, so we never had to convince them of the need for the journal.”

On the other side of the spectrum, *Straight to the Heart* is a reader-friendly piece that reads like a consumer magazine. It is delivered to the aging population surrounding PinnacleHealth, and is specifically targeted at people who have been diagnosed with cardiac conditions or who have undergone cardiac interventions. Every article focuses on recognizing a specific cardiac condition or highlights an innovative cardiac treatment, constantly positioning PinnacleHealth as the area’s cardiac expert. In addition to the cardiac-focused articles, *Straight to the Heart* features an occasional heart-healthy recipe and a calendar of heart-related events, screenings, and seminars.

“*Straight to the Heart* is a great way to show the length and depth of our cardiac service line to the people who use it,” says Janine Brightbill, marketing specialist for PinnacleHealth. “We didn’t realize how many cardiac-specific things we have going on until we started putting out this publication. This is a great way to consolidate all of

those events and screenings into a single publication that we can hand out at health fairs and physician seminars to make more people aware of the breadth of our services.”

THE BOTTOM LINE

The response of the audiences to the publications makes it clear that the magazines are doing their intended jobs. In fact, cardiologists and cardiac surgeons are so enthusiastic that they’re lining up to get their names, research, procedures, and innovations featured in their facilities’ respective publications.

“Other cardiologists in our area don’t have a publication like the *Journal of Cardiovascular Care*,” says Robert S. Fishel, MD, FACC, electrophysiologist on staff at JFK. “Having it in place is definitely going to enhance our business in the long run.”

Is it time to give your hospital's strongest service line the publicity it deserves? Turn to True North, —our team of experts is ready to get your message into the marketplace in an engaging, relevant manner. Call Jason Provonsha at (800) 624-7496, ext. 111, to learn more.

There’s More to the Body

Your body is made of hundreds of organs, muscles, and ligaments—and your hospital probably has services to care for every part. If your hospital doesn’t offer cardiac services, don’t fret—

you can still create a service-line-specific publication with a fitting tone that meets your facility’s needs.

According to David L. Patton, group editor at True North Custom Publishing, the most common

service lines that hospital marketing directors are considering a specific publication for include:

- ▶ cardiac
- ▶ neurology
- ▶ oncology

- ▶ orthopedics
- ▶ women’s services

Your hospital’s services are practically unlimited, and your publication capabilities should be also.

“We always try to come up with hot topics, but even when we don’t, we’re thrilled that our team at True North finds or creates an appropriate angle to sell the service or program we’re pitching.”—Janine Brightbill, marketing specialist for PinnacleHealth