

Summa's Lymphedema Center
1998 Marketing Plan
May 1998

For decades, lymphedema patients in the United States have been unable to secure treatment for their condition. Within the last three to five years, the United States has started integrating a European treatment technique into its health care industry. Although Summa's Lymphedema Center has become a success since opening in July 1997, many individuals are unaware of the program's existence. To further introduce Summa's Lymphedema Center and the fact that treatment is now available, public awareness must be increased. This will be accomplished by making information about lymphedema and the center readily available to the many sectors of the population, from "Web-users" to talk radio listeners.

Marketing Points:

- Summa's Lymphedema Center is one of only two physician-directed centers in Ohio.
- The occupational and physical therapists who staff the center have received specialized training from University Hospitals of Cleveland, as well as medical centers in San Diego and Wisconsin.
- Treatment plans developed by the lymphedema team are painless; the key to therapy includes a unique method of bandaging.
- With program compliance, lymphedema sufferers can learn to manage this life-long condition independently, thus regaining control of their lives.

Advertising:

- WAKR spots (2 to run per day for a 2 week flight: total 20)
- Pulse article (to attract our built in client base of Summa employees)
- Seasonal tip package (mailed to 176 media representatives to generate interest in coverage of the center)
- Brochure (2000 pieces, to be used within the center and for distribution at offices of referring physicians)
- Web page on Summa's Web site
- Direct mailing (to lymphedema patients, administration, and referring physicians to commemorate the center's first anniversary)
- Vim and Vigor (feature article to appear in winter edition, disseminated to 90,000 area residents)
- Video (to be used for patient education at the center; possibly for use in presentations to managed care providers to encourage coverage)

continued on page 2