



## GRIGG GRAPHIC SERVICES OAKWOOD ER CAMPAIGN

### PRESS RELEASE

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## Hospital marketing campaign generates international attention

**Detroit, Mich.** – A marketing campaign developed for Oakwood Healthcare System by Grigg Graphic Services has generated a staggering amount of recognition in the international media, as well as from hospitals in other parts of the United States.

To promote the improvement made in emergency room waiting times at its hospitals, the healthcare system launched a unique guarantee: Patients who visit the emergency room at Oakwood Hospital & Medical Center-Dearborn will have their medical care initiated by a physician within 30 minutes of their arrival. Those who can't be seen in 30 minutes receive two free movie passes as the hospital's apology for the inconvenience.

Rachelle Brown, marketing officer for Oakwood Healthcare System, contracted the expertise of Grigg Graphic Services, a creative communications and production firm, to develop a campaign to promote the guarantee. All of the creative, design and production was managed by Grigg Graphic, including the development of the campaign theme-line: "We're an emergency room. Not a waiting room."

The campaign was launched on July 17, with a direct mailing of 60,000 jumbo-size postcards to area households, as well as billboards on local freeways and posters in the

hospital. By the beginning of August, the guarantee had become big local news on all of the radio and TV stations in the area. Then the story got picked up by the national media—and soon, the world.

Items appeared in publications including the *Wall Street Journal*, *Business Insurance Magazine*, and *PR Week Magazine*, and the guarantee was mentioned during Regis Philbin's opening remarks on the *Live With Regis* TV program. The guarantee was covered by the CNN cable network, and viewers as far away as London and Australia also saw stories on their local networks.

And all of this media attention without so much as a press release about the guarantee. "One of the journalists I spoke with was amazed that we got this kind of coverage without a press release," says Brown. "We knew the guarantee would get us noticed, and we were excited when Grigg Graphic showed us the campaign concept and design – but I'll admit we never expected this much attention."

She adds that a number of hospitals have also inquired about the guarantee, hoping to institute similar programs themselves. In the first month of the offer, Oakwood Hospital & Medical Center-Dearborn was able to see all but three patients within 30 minutes.

### CREDITS

#### Client

Oakwood Healthcare System  
Rachelle Brown, marketing officer

#### Creative

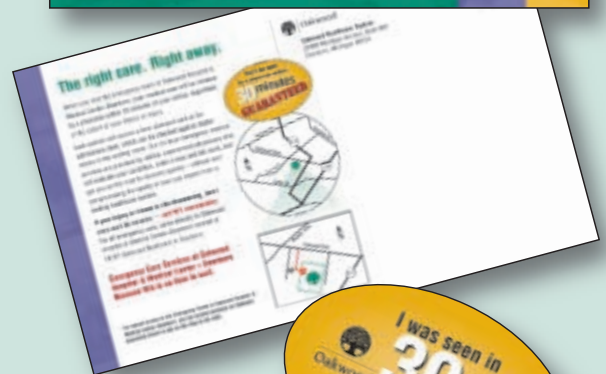
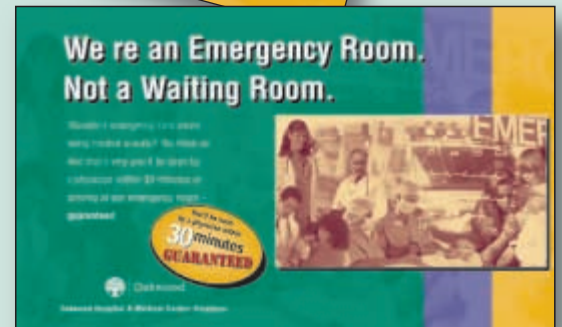
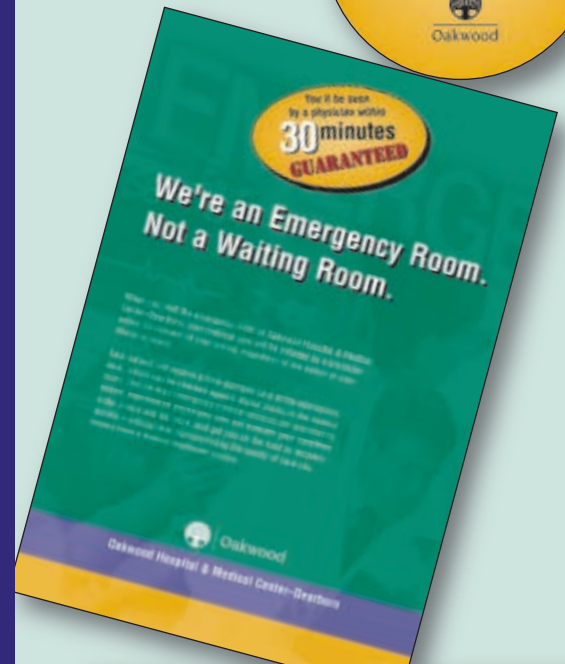
Grigg Graphic Services  
Stuart Grigg, president  
Christopher Pressey, graphic designer  
Amy Lynn Smith, copy writer

Oakwood Healthcare System is a comprehensive regional network that provides services to more than 1.2 million people over 35 southeastern Michigan communities.

Grigg Graphic Services is a marketing, graphic design and printing firm located in Southfield, Michigan that provides an integrated, full-service creative and production resource.

**Grigg Graphic Services**  
Fine Design and Print

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Marketing promotional items (top to bottom): 3" employee badge, In-waiting room poster, promotional direct mail postcard (front and back shown), 2" patient sticker, and billboard.