

# Class Notes

## Consumer Programs—\$10 Or More Per Recipient



### East Ohio Regional Hospital

**Objective:** To promote a new birthing center and draw at least 17 deliveries per month for the first 12 months of operation.

**Strategy & Execution:** This comprehensive and creative promotion targeted employees and expectant mothers at East Ohio Regional Hospital. First, at a press conference and at employee luncheons, everyone received buttons and insulated 32-ounce mugs featuring the center's new logo. Employees were given static-cling window stickers that were the basis of an employee contest, and new mothers at the facility received an imprinted "new mom" booklet filled with helpful information. After the birth, babies were dressed in an imprinted t-shirt, and new mothers received imprinted diaper bags filled with an information pack, baby bibs, and diapers. As families checked out, they were given a gender-specific yard sign; within 10 days of the birth, the families received high-quality, personalized, embroidered baby blankets. The highlight of the promotion was a new glider rocker for the first 10 mothers to use the facility.

**Results:** For the first 12 months of its operation, "The BirthPlace" saw an average of 24.6 births, a substantial increase above the initial goal of 17 births per month. In patient satisfaction surveys, the hospital received rave reviews for all the little extra touches.