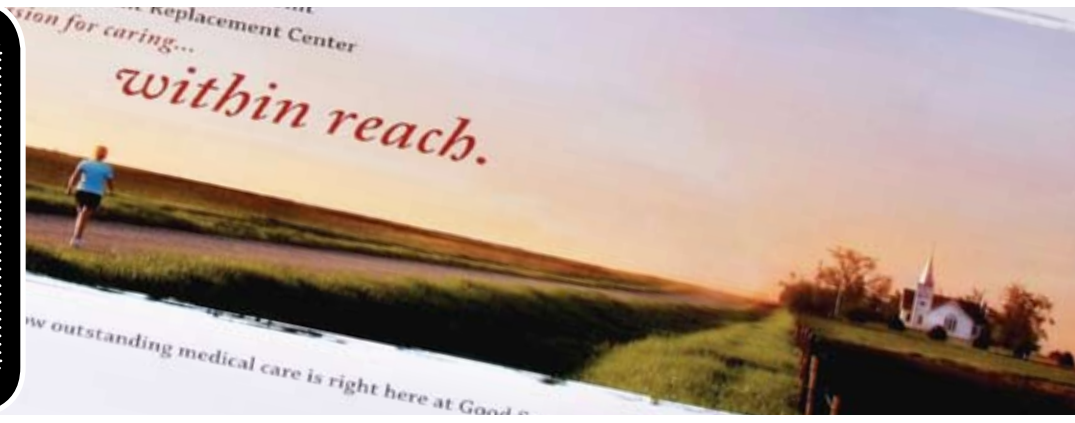




THE  
SCORR  
BOARD



**GOOD SAMARITAN HOSPITAL • KEARNEY, NE**

**GOAL:**

BE THE 1<sup>ST</sup> CHOICE FOR MEDICAL CARE IN THE REGION.

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**PLAYING FIELD:**

Good Samaritan Hospital in Kearney is one of the Midwest's finest medical centers. The thoroughly modern facility is complemented by excellent physicians and staff; technology is state of the art; all major medical specialties are represented, including oncology, cardiology, orthopedics and neurology. Good Samaritan has a new neonatal intensive care unit and one of only three Level II Trauma Centers in the state.

Despite the medical excellence close to home, research indicated some patients were opting for a lengthy drive to Lincoln or Omaha to seek medical treatment.

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**THE DRILL:**

SCORR applied our proven process of research, planning, big idea development and market testing, which helped us identify the hospital’s current position and the shifts in perception that would need to occur.

From this process, SCORR developed four big ideas for review. Of these, two were selected for development, and SCORR created sample print, direct mail, radio, and television concepts for each.

**GAME PLAN:**

The selected campaign, “Within Reach”, attracts attention by displaying local landscapes to communicate the regional nature of the hospital, and juxtaposing those images with references to the high-technology medical equipment and techniques available. In pairing the hard science of Good Samaritan Hospital with references to the attention, care and compassion patients receive, the point is made that there is simply no need to go farther afield for superior medical care.



EXTERNAL CAMPAIGN,  
PRINT AD.

A plan was developed to educate consumers on the core therapeutic areas, including orthopedics, cancer services, cardiovascular services, neurosciences, trauma and the neonatal intensive care unit. Key messaging elements include radio, print and direct mail. In addition, understanding that the employees of Good Samaritan are their most valuable marketing base, an internal campaign was developed, "Opportunities to make a difference...Within Reach".

By incorporating "Within Reach" with their newly developed tagline, "The medical center, centered on you", Good Samaritan Hospital is established as the leading medical center in central and western Nebraska and northern Kansas.

CATHOLIC HEALTH  
INITIATIVES

## Good Samaritan Hospital

Kearney, Nebraska

[www.gshs.org](http://www.gshs.org)

*The medical center, centered on you.*



INTERNAL CAMPAIGN,  
POSTER.



CORE THERAPEUTIC AREAS, POSTCARD SERIES.

ASTER AWARD— 2008 Silver,  
Direct Mail Series.





**SCORR**  
MARKETING

KEARNEY | OMAHA

308.237.5567

## THE SCORR:

One of the most important jobs of marketing is to reassure current customers that they've made the right decision. In surveys, respondents overwhelmingly say they read the ads of institutions with which they already do business.

The "Within Reach" campaign for Good Samaritan Hospital was designed to provide this reassurance by positioning it on par with medical centers in much larger cities.

*"This campaign has captured the imaginations of our staff and the residents in the communities we serve, and has engaged them on an emotional level with the technical, often highly scientific, services the hospital provides. With a wide range of services, the 'Within Reach' campaign gives us flexibility for branding and service-line specific messages, which was important to us as we selected the best campaign for the hospital. It translates beautifully to print, television and radio, and has inspired us to try new ways to reach our audiences. It also has worked well for electronic messages, including a screensaver and Web site, and has allowed us to bring advertising images inside the walls of the hospital through signage, thereby reinforcing our brand experience for patients and staff."*

- Marsha Wilkerson, Director, Corporate Communications

View more of our work at: [www.scormarketing.com](http://www.scormarketing.com)