



Client Name | Alexian Brothers Hospital

#### Campaign Scope

Alexian Brothers Hospital (ABH) is a private, Roman Catholic Hospital located along the I-680 corridor of San Jose's east side. It is owned and operated by the Alexian Brothers Order of the Roman Catholic Church, whose mission began during the 14th century in Europe to care for victims of the Plague. In the United States they have three hospitals, one each in Chicago, San Jose, and most notably St. Louis, the setting for the 70's film classic *The Exorcist*.

For years ABH contracted with the city of San Jose to be its urgent care unit, and as such was featured in virtually all South Bay media coverage of violent gang activity in San Jose's east side. That fact, along with its east side location and mission to underprivileged citizens of Santa Clara County earned it the reputation and perception of being a health care facility that provided inferior care.

Long after its city contract had expired negative perceptions of ABH's care persisted, despite reform measures it had instituted to address quality care concerns and prepare for emerging health care reform. To better serve its surrounding community it required that all physicians be Board Certified and bilingual in order to earn privileges. It built a state-of-the-art out-patient surgery facility. It instituted strict patient service standards. It achieved the county's highest rating for C-section births in its labor and delivery unit. And its administration mandated fiscal solvency.

Prior to hiring Pacifico, ABH commissioned the Gallup Organization to perform a perceptual audit among its surrounding community of patients, physicians, and payers. That baseline audit revealed that the patient community was largely ignorant of its reform measures, that physicians perceived it to be a low-status institution in which to practice, and that payers simply received no demand to add ABH to its PPO lists to its customers. Additionally, a *San Jose Mercury News* editorial feature rating South Bay Health Care rated ABH at the very bottom, failing to disclose that its data was up to two years old and represented a statistically suspect sampling.

Pacifico learned in its research that the health care "consumer" is no longer the patient, but the payer who must provide a balanced health care "portfolio" to its brokers and members, the physicians whose groups negotiate their privileges, and the media that shapes public perception. In April ABH authorized an advertising and public relations campaign that integrated television, radio, magazine, newspaper, and direct mail advertising with a focused media and public relations campaign aimed at those groups. The campaign chose to feature ABH's ethnic diversity as a benefit in a community that celebrates cultural plurality. Its television advertising showcased a "melting pot" of physicians engaged in personal passions like fly-fishing, aviation, and home renovation. Print supported the television. And radio concentrated on unique services offered exclusively by ABH like an acute care setting in which over 70 languages are spoken and where a nurse's call bell is guaranteed to be answered within 60 seconds. Public relations activity presented a hospital service call "Project Health Start" that provides free immunization and well-baby care to underprivileged families in the Bay Area by way of a voucher system.

Within six months of the campaign's start, ABH successfully negotiated a contract with a new physicians group providing it a new influx of patients. Negotiations with two major payer groups began for 1994. A 30 second television public service announcement promoting Project Health Start had run in excess of 600 times on the five San Francisco and San Jose network affiliates absolutely free. Project Health Start had been the subject of every locally produced newscast in the Bay Area. The *San Francisco Chronicle*, *San Jose Mercury News*, and *Business Journal* have covered ABH administration as a model of health care financial management. ABH administrators and physicians testified before Presidential and Congressional committees on health care reform. Representative Don Edwards proclaimed ABH as the model for quality, cost-effective health care. Preliminary Gallup results suggest gains in perceptions of quality in excess of 10 percentage points, that ABH has been displaced as the lowest ranking hospital of preference in the South Bay, and that unaided consumer recall of its identity is 40% of that of the industry leader, Kaiser Permanente. All on a budget less than 15% of Kaiser's Northern California region.

**M**et Dr. John Richards, a cornerstone at Alexian Brothers Hospital. Graduate of Stanford Medical School and a 30 year veteran of gynecology.  A doctor who takes special pride in what he builds.

Whether it's a house, a barn, or an acute care hospital serving San Jose's most dynamic community.

 Dr. Richards has been helping to build Alexian Brothers Hospital since

1965. As a member of the Board of Trustees. As chairman of the Credentials Committee. As chairman of the Medical Care and Evaluation Committee, and as the only Chief of Staff elected to that

position twice. His high standards are reflected in our cost per patient discharged: consistently a fraction of other hospitals in the area. And in the way high quality equates with good business:



**Dr. John Richards Moves Heaven  
And Earth For A Good Cause.**

Alexian Brothers Hospital supports itself operating "in the black" year after year.  Since opening in 1965, Alexian Brothers Hospital and Dr. Richards have promoted a

legacy of quality care.  Ask your doctors if they're affiliated with us. Or build a great relationship with an Alexian Brothers Hospital physician by calling our Physician Referral Service. 1 (800) 303-8200.

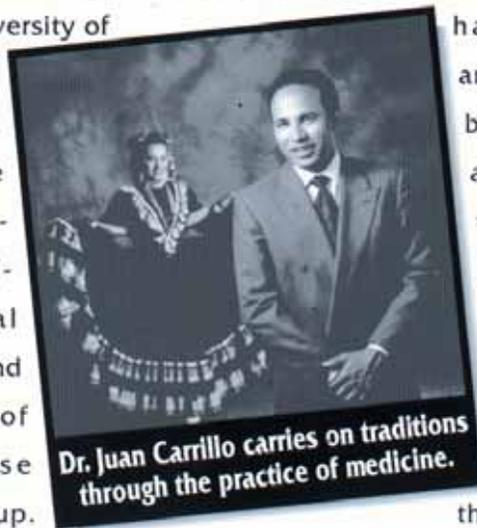


## Alexian Brothers Hospital

Dedicated People. Quality Care.

225 North Jackson Avenue • San Jose, California 95116

**A**t Alexian Brothers Hospital there are many great traditions. Take Dr. Juan Carrillo, for instance. A board certified pediatrician, he hails from the University of California, San Francisco, is a member of the California Hispanic American Medical Association and an affiliate of the San Jose Medical Group.



Dr. Carrillo is committed to keeping ethnic traditions alive. So is Alexian Brothers Hospital where he practices. Today we have over 340 doctors like

Dr. Carrillo. From all walks of life. From around the world. In fact 32 languages are spoken here daily.

Classes to help with everything from nutrition to having a baby and becoming a brother or sister are offered in the variety of languages that enrich our community.

Ask your doctors if they're affiliated

with us. Or find an Alexian Brothers Hospital doctor that understands your traditions by calling our Physician Referral Service. 1-800-303-8200.



# Alexian Brothers Hospital

## Dedicated People. Quality Care.

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**M** eet Dr. Nicole Hongphuong Thai, a pulmonary and critical care specialist at Alexian Brothers Hospital. Some know her as a whirlwind, responding almost instantly to relieve the most critical of

emergency patients. Her regular patients, many senior citizens, know her as a dedicated professional who listens with care and practices with patience. Medical School at the University of Montpellier in France. Residency at Cook County Hospital in Chicago. Fellowship in Pulmonary Medicine at the University of Arizona. Fellowship in Critical Care at Chicago Medical School. Board certified in internal medicine, pulmonary medicine and critical care.



**Dr. Nicole Hongphuong Thai is even faster on her feet in an emergency room.**

Her regular patients, many senior citizens, know her as a dedicated professional who listens with care and practices with patience. Medical School at the University of Montpellier in France. Residency at Cook County Hospital in Chicago. Fellowship in Pulmonary Medicine at the University of Arizona. Fellowship in Critical Care at Chicago Medical School. Board certified in internal medicine, pulmonary medicine and critical care.

monary medicine and critical care. Dr. Thai is one example of the high standards at Alexian Brothers Hospital. Where over 250 of physicians are board certified. Nearly 74% - a percentage

that's more than other hospitals twice our size. (Board certification is proof your doctor is up on the latest in the medical world and that staff and support services are held to exacting standards). At Alexian Brothers

Hospital we have 100% board certified emergency medicine physician specialists. Ask your doctors if they're affiliated with us. Or call our Physician Referral Service before an emergency arises. 1-800-303-8200.



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