



Client Name | Dominican Hospital Cardiac Services

### Campaign Scope

Dominican Hospital provides a comprehensive program to prevent, treat and help people recuperate from heart and related blood-vessel disease. Its goal was to become the leading provider of cardiovascular services in the Monterey Bay area.

Physicians were referring their patients in the Monterey Bay area to other cardiac facilities and surgeons inside and outside the area. Additionally, the public was generally not aware of Dominican's cardiac services, and therefore, was more accepting of their physician's referral to other hospitals outside the area.

Dominican wanted to feature its "star" surgeon and medical staff and build more credibility in the market.

The objective of Pacifico's campaign was to position Dominican Hospital as a local provider of state-of-the-art cardiac care in the minds of prospective patients and referring physicians.

Pacifico's communications plan utilized a variety of communications vehicles in a cost-effective manner. We tailored specific messages in a way that differentiated Dominican and had an impact on the desired audience. We measured the effectiveness of various communications vehicles by tracking increases in physician referrals.


The key was to break through the clutter with an ongoing targeted campaign that functioned as a referral generator and educated physicians at the same time about Dominican's cardiac services to influence their referral patterns.

We utilized TV, radio, print and outdoor advertising to reach our target audience.

### Campaign Summary


Pacifico's integrated communications campaign increased awareness within the target audience, boosted morale within the organization, and generated direct calls from patients and physicians. Budget restrictions curtailed the program, but during the campaign launch, the director of marketing reported a 30 percent increase in physician referrals and patient inquiries that were directly attributed to the campaign.

Our heart care team has over **200 years**  
of combined experience and a unique perspective.



**t**he viewpoint of Dominican Hospital's cardiac team is uniquely suited to our position as a local center of excellence. We have a strong commitment to your health. The entire team—physicians who are experts in cardiac surgery and cardiology and highly trained nurses and rehabilitation staff—works together to assure the best possible experience for patient and family. Dominican provides the full range of diagnostic and interventional procedures in our cardiac cath lab and the latest techniques in cardiovascular surgery.

And since heart health is firmly tied to lifestyle choices, Dominican puts great emphasis on prevention of heart disease through education and fitness programs. By working as a team to deliver excellent care, the staff at Dominican offers you the best for your cardiac health. Call Dominican now at 831 457 7079, or visit the web site at [www.dominicanhospital.org](http://www.dominicanhospital.org) for more information about what we have to offer. Do it as a favor for those close to your heart.



**Dominican Hospital**  
CHW

1555 Soquel Drive  
Santa Cruz, CA 95065  
[www.dominicanhospital.org](http://www.dominicanhospital.org)



When a heart attack occurs,  
*every* second counts.  
Dominican Hospital.  
Close to home.



**THE EARLIER YOU ARE TREATED** for a heart attack, the better your chance of survival — and recovery. If your heart is damaged, it will be weaker forever. Our emergency department staff is experienced in rapid assessment and prompt treatment that begins within minutes of your arrival.

The Dominican Heart Team is expert in providing complete cardiac care. Our nurses and rehabilitation staff are highly trained and work closely with our cardiologists and surgeons to help you get well.

And the entire team is supported by facilities that allow us to provide the latest techniques in diagnoses and intervention in our cardiac catheterization lab.

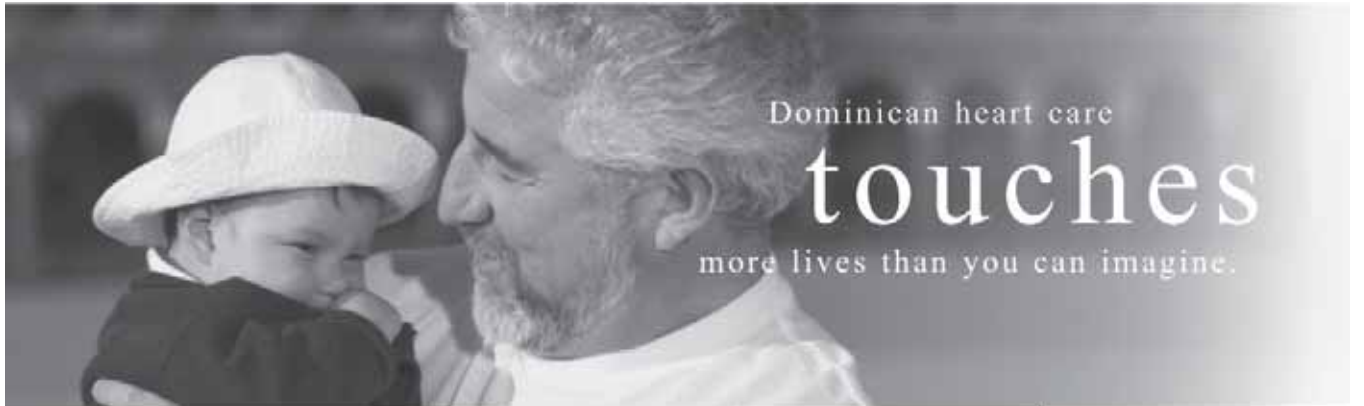
Of course, we'd rather not see you in the ER at all. So we offer educational and fitness programs designed to prevent heart disease. And they're close to home, too.

For more information, call Dominican at 831-457-7079. Or visit our web site at [www.dominicanhospital.org](http://www.dominicanhospital.org). We're close to your home. And close to your heart.



Dominican Hospital  
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Dominican heart care  
**touches**  
more lives than you can imagine.

Three years ago, Steve Myers heard something troubling from his heart. A murmur. The problem was discovered during a routine heart checkup, and confirmed with further tests.

After hearing the murmur, Steve sought and listened to the advice of a cardiac surgeon at Dominican Hospital. Steve knew heart care at Dominican is among the best in Northern California. He knew Dominican is close to home, and that the staff is caring and committed to their patients. Steve decided to avoid a possible crisis by having preventive surgery. He checked in on Monday, had the surgery on Tuesday, and by Thursday was able to go home to his family and a safer future. By the weekend,

Steve was able to go for a walk. Two months later, he was back to work, golf and enjoying life.

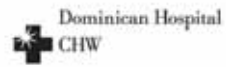
Today, Steve's activities include coaching youth basketball and spending time with his wife, children and new grandchild, Grant. Steve says Grant is one reason he had the surgery. He wanted to be around for the birth, and to watch him grow.

Listen to your heart. Call Dominican Hospital today at 831 457 7079 for more information about how to keep you and your heart healthy and full of life.



Dominican Hospital  
CIW

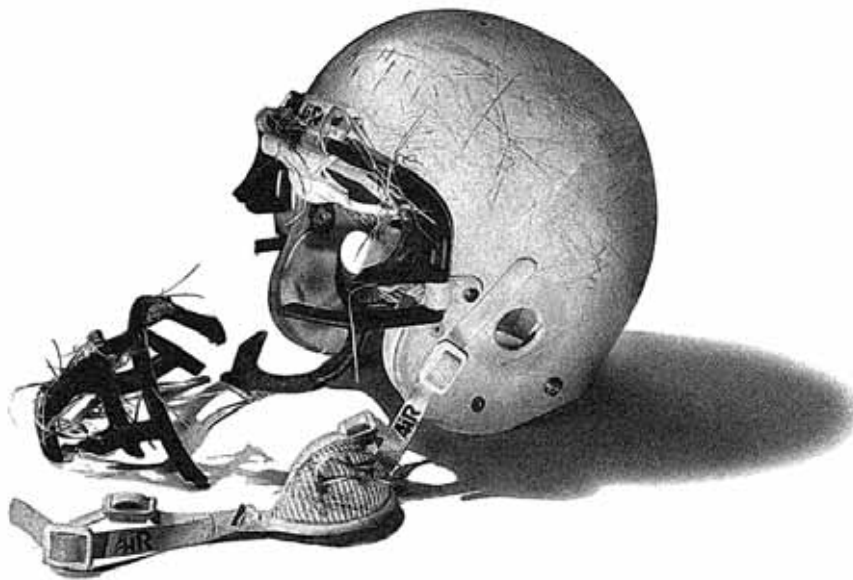
1555 Saquel Drive  
Santa Cruz, CA 95065  
[www.dominicanhospital.org](http://www.dominicanhospital.org)



Sports medicine is now available at Dominican Hospital.  
Consult your physician, or call 831 462 7775 for more information. Goal kick.

**SANTA CRUZ SPORTS MEDICINE CENTER**  
AT DOMINICAN HOSPITAL

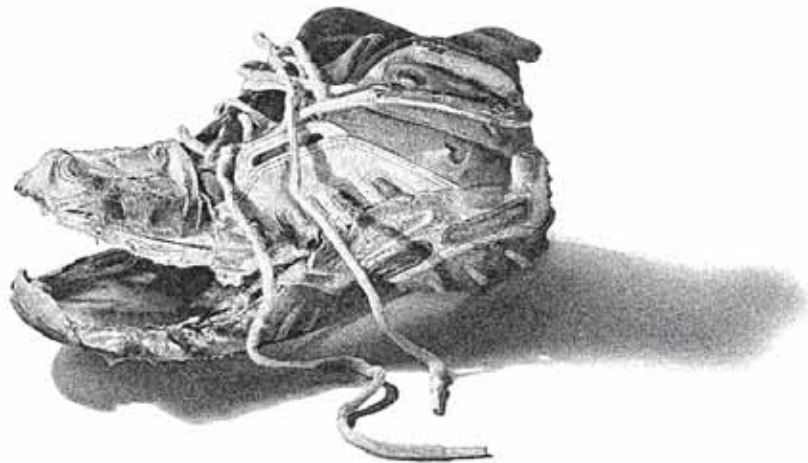
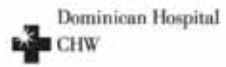
1555 Soquel Drive, Santa Cruz, California, 95065, 831 462 7775  
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Sports medicine is now available at Dominican Hospital.  
Consult your physician, or call 831 462 7775 for more information. Set, go!

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