

AUGUST 2006

## BUZZ

### For Remedy's Edward Hospital campaign

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The launch of the new brand generated buzz among consumer and industry audiences alike, touting the refreshingly honest way in which Edward embraced how people feel about hospitals. Articles appeared in publications including the *Chicago Tribune* and the *Daily Herald*, Chicago's largest suburban daily newspaper.



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INSIDE HEALTH CARE

## Edward Hospital ads face unpleasant fact

**BRUCE JAPSEN**

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Moving away from the traditional hospital ad campaign that often touts quality, smiling doctors or a market research firm's ranking of some variety, Edward Hospital in Naperville is offering consumers a different twist to win patients over.

Edward's new brand campaign, "For people who don't like hospitals," is a departure from the warm and fuzzy campaigns that like to depict how people love walking in the door of a hospital, health-care industry analysts say.

"All of these hospitals are advertising like people talk about going to the hospital to have an MRI like they talk about having a date, so [the Edward campaign] seems to be more reality based," said Jim Unland, president of Health Capital Group, a Chicago health-care consulting firm.

Even Edward executives admit it's different for them, but the hospital's marketing team believes health-care facilities need to take the stress and fear out of the health-care system. The campaign comes with hospitals under heavy criticism from consumers who tire of paying increasing amounts for health care when reports show medical errors and quality problems are on the rise.

"Most people don't want to go to the hospital, but it's a topic the health-care industry typically chooses to ignore," said Edward's president and chief executive officer, Pamela Meyer Davis.

"We're tackling this issue head-on by telling people we know how you feel and we're going to make sure your experience at Edward is different and better."

The brand launch, developed with the hospital's longtime advertising partner, Carol McCarthy, and her Chicago-based Remedy marketing firm, began with print ads this month and will launch television ads this fall at a cost of "several hundred thousand dollars," with additional spending in 2007, an Edward spokesman said. He would not disclose a specific amount of spending on the campaign.

In the past, Edward said, its campaigns have been "service line focused," featuring its heart hospital or cancer center. It's unclear how the campaign will contribute to the fast-growing facility's bottom line.

Edward Hospital & Health Services, parent of Edward hospital, Linden Oaks behavioral health facility and affiliated facilities, reported a 6 percent increase in revenue to \$425 million for the fiscal year that ended June 30, compared with the year-ago period.

During that time Edward admitted nearly 22,000 patients, a 5 percent increase from a year ago.

Although the hospital is doing well financially, Edward officials say they don't want to rest on past financial successes. Edward executives say the campaign's success is "critical," given that the hospital is looking to expand into nearby western Chicago suburbs.

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Hear Bruce Japsen on WBBM-AM 780 at 6:21 p.m. and 10:22 p.m. Mondays and 11:20 a.m. Saturdays.

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