

# The Lavidge Company

## Public Relations Case History

Client: **Banner Health**  
Campaign: **Banner Simulation Medical Center**

**Overview:** In November 2009, Banner Health, one of the nation's largest nonprofit health systems, opened the largest simulation medical training center in the U.S. thus demonstrating its commitment to training and outstanding patient care. As their public relations agency, The Lavidge Company's goal was to tell this story to local, trade and national media outlets. To accomplish this, we developed a three tier approach: Tier I – local print and broadcast positioning; Tier II – trade and health care publication targets and Tier III – national media outreach.

**Client Testimonial:** "The Lavidge Company's publicity campaign for the Banner Simulation Medical Center was carried out with surgical precision. The results speak for themselves."  
– Bill Byron, Senior Director, Public Relations and Online Services, Banner Health

### Objectives:

- Increase awareness of Banner's Simulation Training program among local, national, trade and technology media
- Position Banner as a national leader in the field of Simulation Training
- Demonstrate Banner's commitment to outstanding training and patient care
- Identified national simulation leaders to serve as third-party experts and advocates for the Banner Simulation Medical Center
- Developed and coordinated formal and informal tours of the Banner Simulation Medical Center for internal, external and media constituencies

### Strategies:

- Create a comprehensive press kit on the Banner Simulation Medical Center including introductory news release, backgrounder, fact sheets and FAQs
- Build targeted media lists
- Pitch strategic story angles and profiles; secure print and broadcast stories
- Include testimonials from doctors and nurses in training program
- Research and secure by-lined article opportunities

### Results:

- Feature print stories in *The Arizona Republic*, *East Valley Tribune*, *Phoenix Business Journal*, *Arizona Business Magazine*, *Phoenix Magazine* and broadcast stories on the Phoenix affiliates of *ABC*, *CBS*, *NBC* and *FOX*. National media stories on *NPR's All Things Considered* and at *Nytimes.com*.
- Earned Media Value: \$3.2 million
- Earned Media Audience: 8,963,551

Coverage:



### Implementation:

- Researched and pitched targeted reporters, editors, segment producers – locally and nationally
- Leveraged the timeliness of the national Healthcare Reform debate centered on reducing medical errors and increased patient safety
- Included similar national simulation facilities for trend and timely story pitches

