

ANNE KLEIN COMMUNICATIONS GROUP

Using Direct Mail to Communicate Change

One in a Series of Award-Winning Solutions

The Challenge:

To lay the groundwork for a favorable climate of public opinion in which to rebuild the University Medical Center at Princeton to ensure that it continues to meet the healthcare needs of the community.

Results:

- Community support for the new hospital has been measurable and positive.
- Members of the community have thanked Princeton Healthcare System (PHCS) and its CEO for their openness and community involvement throughout the strategic planning process.
- The Princeton Regional Planning Board encouraged PHCS to move ahead with its strategic plan.
- The campaign received awards from the New Jersey chapter and the Philadelphia chapter of the Public Relations Society of America.

Background:

PHCS began working on a strategic plan for the hospital's future and worked diligently with physicians, employees, volunteers, trustees, donors, appropriate experts, municipal officials and the community on all aspects of the plan. In addition, PHCS participated in more than 60 public meetings with community members to solicit their input. The most significant recommendation to come out of the process was to rebuild the hospital at a nearby location. Throughout the hospital's strategic planning process, PHCS took all necessary steps to inform and solicit input from the existing site's neighbors – direct mail communication was one such tactic.

The Campaign:

Anne Klein Communications Group and PHCS developed "Defining the Future for Princeton HealthCare System," a direct mail piece aimed at building support for PHCS's decision to pursue rebuilding the hospital. It contained a letter from PHCS leaders informing the public of the decision; a "thank-you" letter to the community for its valuable input and support; and an outline of the benefits that the new hospital will offer. The mailer also encouraged residents to contact the hospital through its feedback channels, a designated "comments" e-mail address and a voicemail line.

The direct mail piece was mailed to 10,600 households, all neighbors of the existing University Medical Center.

To learn more about how Anne Klein Communications Group can help your organization achieve its business goals through effective community outreach, please call and ask for Anne Klein or John Moscatelli.