

Mount Sinai Queens

September 4, 2014

why are we communicating?

In an era when 30 minute patient satisfaction surveys can directly effect a hospital's funding levels, no hospital can afford to neglect its brand perception. Yet even after the 14 year-long association with Mount Sinai Manhattan through the name change and the recent hiring of a number of top quality physicians, too many people in Queens still think of Mount Sinai Queens as the old Astoria General. Mount Sinai Queens can no longer allow its brand perception to be defined by its past; there is simply too much at stake.

what is the communication trying to do?

Make the Queens community aware of the radically new hospital Mount Sinai Queens has become. Make them forget the past.

who are we talking to?

Everyone with a relationship or potential relationship with the hospital: the medical and support staff, referring physicians, community leaders and influencers, patients, ex-patients, the general public.

**what insights do we have about them
that will help us?**

They have a fixed idea of what hospital messaging looks and sounds like. They know what to expect. This is not surprising since all hospital advertising is indistinguishable and undifferentiated.

**what is the main idea
we need to communicate?**

Mount Sinai Queens is a radically new hospital. Your perception of it as just a re-named Astoria General could not be further from the truth.

what's the best support for our promise?

The new hospital being built.

The new doctors that have joined us.

The new and exciting medicine being practiced.

what constitutes the “new medicine”?

We feel the phrase “new medicine” is important as it suggests that the ‘newness’ we espouse is fundamental—for the layman, it succinctly captures the change of culture that has occurred. We have become a new entity that thinks differently and acts differently and is completely plugged in to the modern medical culture of high quality, patient-centered care. New doctors and a new hospital clearly being built are the outward markers of this internal cultural revolution. So the phrase is intended to be very general and offer a counterpoint to the generalized perception of ‘old medicine’. However, it can be supported, we feel, by the following particulars.

Mount Sinai Queens, as the Queens campus of Mount Sinai Hospital for 14 years, is unique among surrounding hospitals for its access to the new medicine being researched and developed and practiced there, and of the new doctors who have been educated and trained in it at the Icahn School of Medicine.

As part of the Mount Sinai Health System, Mount Sinai Queens now has access to the “new medicine” that will be available at the developing Centers of Excellence within the system.

executional requirements

Television, print, and outdoor will be used to launch the brand and sustain a brand awareness effort.

Television:

There is no budget for ideas that require more than minimal production. All dollars must be husbanded for the media buy. At the same time, every idea will be judged on its ability to

- 1.) break through IMMEDIATELY,
- 2.) cause viewers to think that something different is happening at Mount Sinai Queens, and
- 3.) make them remember seeing the TV spot.

Therefore, no “hospital ideas” will be considered. No happy doctors, happy patients, hospital hallways or operating rooms. In short, nothing that looks like a hospital ad will be considered.

The key is: we actually have a real IDEA to communicate—“radically new”. We don’t have to rely on cliched visuals.

SINCE WE ARE GENUINELY NEW, OUR SPOTS SHOULD LOOK NEW. Conversely, if we drift into accepted hospital ideas, we will certainly be ignored.

TELL ME SOMETHING I DON'T KNOW AND HAVEN'T SEEN BEFORE.

The use of music is encouraged. It can be affordable and there are thousands of tracks available. Ideally, we will find a track that can become the hospital's brand sound. The first concern, though, should be for a track that works for the individual idea.

All spots will be designed to broadly conform with Mount Sinai brand guidelines.

Print:

Brand print should be designed to augment and reinforce the TV. Plan to roll out with full pages, but be sure the design can be executed in smaller space.

Each medium should be reminiscent of the other: when you see a print ad it should remind you of the TV spots and vice versa.

Outdoor:

Very importantly, we must take our messaging to the streets; many people in the immediate area around the hospital do not know we exist and only a few of them will see our print and TV spots. Outdoor is essential to build awareness in the neighborhood for our existence let alone our brand. MTA subway platforms are under strong consideration for this effort.