

Open House

CyberKnife Open House

Challenge: To manage an open house event introducing the new CyberKnife® Robotic Radiosurgery System at the Martha Siekman Cancer Center at Appleton Medical Center, part of ThedaCare, a four-hospital health system in Appleton, Wis.

Target: Specialty physicians, surgeons, donors and key community leaders, as well as ThedaCare's board of directors, leadership and employees, volunteers and CyberKnife core team members.

Solution: ThedaCare invested in CyberKnife, the most precise technology available for delivering life-saving doses of radiation to previously inoperable, untreatable tumors. Because ThedaCare was the first health system to bring this cutting-edge technology to the Fox Cities, the organization wanted to introduce the new equipment and procedures to the community.

Bottom Line managed the logistics of the open house which aimed not only to introduce CyberKnife, but also to announce that it was the result of a joint venture between an independent group of physicians and ThedaCare.

For an in-depth explanation of CyberKnife, guests toured the suite where the equipment was located and received demonstrations of the robot in action. Staff members were on hand to answer any questions that arose. Bottom Line drafted scripts for the tour guides. Our team also created large posters, placed on easels, that highlighted the benefits of CyberKnife and how it worked. These were placed throughout the lobby of the Martha Seikman Cancer Center. Groups waiting for the next tour also watched a DVD that gave a brief explanation of CyberKnife and its benefits.

Bottom Line assisted ThedaCare in creating an invitation list for the event and developed invitations—both a printed version for external audiences and selected internal audiences, as well as an e-mail version for internal audiences. We managed the catering, provided through ThedaCare's dining services, which

included a detailed menu, chocolate fountain and pastry delicacies. For the décor, flower arrangements were designed in square vases complete with tall flowers and bronze or silver wires to convey a sleek, technologic look that complimented CyberKnife. Tall cocktail tables covered in black and white linen created a crisp look. In addition, Bottom Line organized photography for the evening.

Bottom Line team members provided on-site event management to troubleshoot.

Outcome: The open house provided an effective way to introduce CyberKnife to targeted audiences. The event increased awareness of the availability of CyberKnife at the Martha Siekman Cancer Center and educated referring physicians and other targeted audiences about the patient benefits of the CyberKnife technology. The open house provided a forum to recognize and thank donors, business partners, and staff involved in the installation and launch of CyberKnife.