

Relationship Building

ThedaCare Shawano Collateral Brochure

Challenge: To position the new ThedaCare Physicians Ambulatory Care Center in Shawano as a vital and indispensable contributor to the community, and to remind people of ThedaCare Physician's long-standing presence in the community.

Target: Community members at large, and leaders in and around Shawano.

Solution: The new Ambulatory Care Center for ThedaCare Physicians Shawano is focused on providing comprehensive outpatient care rather than full-fledged hospital-stays or in-depth procedures. It offers patients the services of both primary care physicians and select specialists.

To help introduce this new facility to the community during construction phases, Bottom Line developed a community brochure to provide information on the Ambulatory Care Center and the services it offers. The brochure lent support to the new facility by positioning it as an enhancement to the community. Bottom Line emphasized that ThedaCare was, and has been for 77 years, a part of the Shawano community.

In the brochure, we strategically focused the copy on ThedaCare Physician's deep roots in the community. Bottom Line interviewed senior physicians about their personal ties to the area. These interviews highlighted their deep connections to the community, why they wanted to return to Shawano to practice medicine and their desire to keep care close to home. We compiled appropriate photos of the area, of senior physicians with patients and of a new facility rendering. Photographs of the physicians were a simple reminder to the community of who the physicians were — an older version of the child they knew years before, who once lived down the road.

The photographs and the brochure copy served as tangible pieces that showed the new facility was not large, unfamiliar and uncaring; but instead familiar, friendly and a part of the community, almost like a part of the family.

Bottom Line specifically acknowledged ThedaCare's involvement in the Shawano County Rural Health Initiative. ThedaCare has been a loyal supporter of this program since 2003, providing a \$60,000 grant to spearhead its creation.

Also, we developed a map that identified various key service locations to aid community members deciding where to go for their specific needs. The map identified ThedaCare Physicians locations in Tigerton, Clintonville and Shawano.

Outcome: The brochure drafted by Bottom Line generated excitement throughout the community for the grand opening celebration of the new ThedaCare Ambulatory Care Center, which had a good turn out. Community members were more comfortable with the concept of building a new Ambulatory Care Center. In addition, the brochure helped to maintain relationships between ThedaCare and Shawano Memorial Hospital.