

# CVH Women's Center Open House

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2020

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## Mission Statement

*Above all else, we are committed to the care and improvement of human life.*

## Situation Statement

We want to implement a strategy that includes research, social media, and news releases to help Cache Valley Hospital reintroduce the women's unit and the first female OB/GYN at the hospital to the community and hopefully persuade future mothers into coming here for labor and delivery.

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# SMART Goal Outline

## **Specific-**

We want to get the word out to the community about the Women's Center Open House and introduce them to Kristin Craig. Our goal would be to have at least the same number of attendees as were at the first event a couple years ago.

## **Measurable-**

We can measure how well this campaign did by the total number of attendees at the open house and comparing it to the turnout at the first event. We can also investigate the insights of how the social media posts do and how much news coverage we get.

## **Attainable-**

This goal is attainable through spreading the word on social media platforms, sending local news sources media advisories about the open house event. We will also be able to drive more traffic to the event as the research gets completed and we know how to best target expectant parents. We believe that by promoting this event using these strategies will help those looking for a hospital to deliver at, and those that are thinking about starting a family, come to this event and potentially decide to come to Cache Valley Hospital for labor and delivery.

## **Relevant-**

We believe this is a relevant goal as it has been a couple years since the last open house event and those women may not be pregnant anymore, and there are new people getting pregnant every day that may not have the information they need regarding Cache Valley Hospital's benefits.

## **Timely-**

This event's date is TBD for the time being. We are confident that no matter when rollout begins, it will be effective.

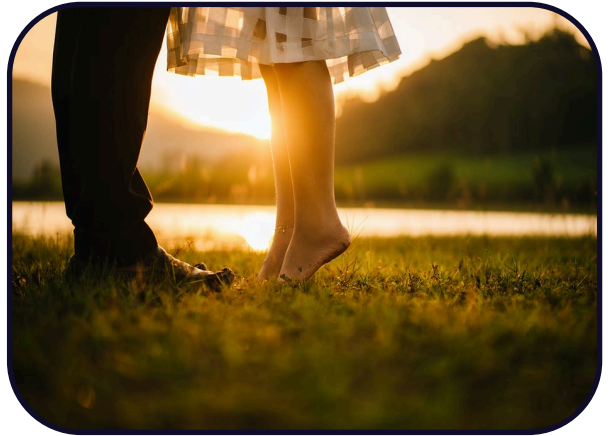
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## Target Audiences



*Primary-* Women who are currently pregnant that have time to change their birth plan.

*Secondary-* Young couples looking to start their family and want to explore what options they have in the valley.



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# Social Media Suggestions

- Note: Links on Instagram should be placed in the bio.
- Hashtags:
  - #Maternity, #Mother, #Pregnancy #OBGYN, #Mountainstar, #Healthcare, #Pregnant, #OpenHouse, #WelcomeBack, #FutureMom, #Yoga, #FreeClass #New, #Hospital, #CacheValley, #ThingsToDo

## Social Media Content

- **Post 1 TBD (graphic: Photo of new OB):**
  - Please welcome X, the newest member of the Cache Valley Hospital! \_\_\_\_\_ is a registered OB/GYN and is excited to meet all of you at the open house! Come by during the hours of X-X on X to socialize and learn about the newest additions to the Cache Valley Hospital!
  - XX-link-XX
- **Post 2 TBD (graphic: Staff member holding an open house sign):**
  - We certainly missed you during this long break! To celebrate, we've decided to throw an open house to welcome our newest OB/GYN! Feel free to stop by on X from X-X to come meet her or just come to hang out in our new, spacious OB/GYN center!
  - XX-link-XX
- **Post 3 TBD (graphic: Person checking their calendar):**
  - What's your X Day looking like? Come check out our new maternity wing at Cache Valley Hospital and meet our new OB/GYN from X-X! We can't wait to see all of you soon!
  - XX-link-XX
- **Post 4 TBD (graphic: People on a tour through the wing):**
  - Do you like things that are open? What about houses? If you answered yes to at least one of these things, you'd LOVE our open house that is coming up on X from X-X! There will be a fun tour where you can meet our new OB/GYN and check out the new maternity ward! Looking forward to seeing y'all there!
  - XX-link-XX

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- **Post 5 TBD (graphic: Cache Valley Hospital Photo):**
    - Only X more days until the open house of our maternity ward! Come by the Cache Valley Hospital on X day between X-X and meet our new OB/GYN!
    - XX-link-XX
  - **Post 6 TBD (graphic: picture of the ward):**
    - Like what you see? Come check out our REVAMPED maternity ward and participate in fun things! From Yoga Classes, to fun little treats, maybe even meet our new OB/GYN! Mark your calendars for X at X-X!
    - XX-link-XX
  - **Post 7 TBD (graphic: stock yoga photo):**
    - Like yoga? Come take some FREE yoga classes at our open house showcasing our NEW maternity ward! On X from X-X; can't wait to see you there!
    - XX-link-XX
  - **Post 8 TBD (graphic: maternity wing photo):**
    - Cache Valley Hospital is inviting YOU and your partner to come check out our new, 9000 square foot maternity ward during our open house on X date from X-X! Stop by and check out our new luxurious waiting area, birthing suites, and enjoy a meal on us!
    - XX-link-XX
  - **Post 9 TBD (graphic: Photo of the suite with a doctor/nurse):**
    - As the only place in cache valley providing an all in one birthing suite, you'll recommend the experience to all of your friends! Our experienced OB/GYN doctors give you the comfort you need, all in the suite you dreamed of. Click the link below to see all that's included and stop by our open house X-X to see them in person!
    - XX-link-XX
  - **Post 10 TBD (graphic: pregnancy test):**
    - Recently found out you're pregnant? Picking the right OB/GYN is a critical step in the process, and we're here to help! Be sure to stop by our open house on X-X to meet our staff and tour our maternity wing. Pregnancy is tough, but we help make it easy. Click the link below for more info!
    - XX-link-XX

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## Media Advisory

LOGAN, UT- Cache Valley Hospital celebrates their state of the art, 9,000 square foot Women's Center at an open house coming up. Not only do the six 400 square foot Birthing Suites feature jetted tubs, a "room in" experience for labor partners and a celebratory catered meal for two, but also free yoga for expectant and postpartum mothers, individual labor plans and so much more. This will also give potential patients the chance to meet the hospital's first female OB/GYN, Dr. Kristin Craig, and familiarize themselves with the hospital to give them an idea of what it would be like to deliver at Cache Valley Hospital.

What: Cache Valley Hospital hosts Open House at Women's Center

When: TBD-make sure to put in a date and time before sending

Where: Cache Valley Hospital, 2380 N 400 E, North Logan, UT 84341

Who: This is where you would put the important names of people who will be attending

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### MEDIA CONTACT

Put Information for whoever the media contact will be for this here

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## Media Advisory: Send To

Herald Journal

To: webmaster@hjnews.com space@hjnews.com

Subject: Upcoming Event – Cache Valley Hospital

Phone number: 435-792-7230

[https://www.hjnews.com/news/local/new-emergency-shelter-opens-early-to-help-victims-of-domestic/article\\_2d5e74cb-eed4-52e6-bb89-260dfbc9546f.html](https://www.hjnews.com/news/local/new-emergency-shelter-opens-early-to-help-victims-of-domestic/article_2d5e74cb-eed4-52e6-bb89-260dfbc9546f.html)

Cache Valley Daily

<https://www.cachevalleydaily.com/submit-news>

UPR

Under “I want to” dropdown, click “submit a press release”

<https://www.upr.org/listener-feedback>

KUTV2

newsdesk@kutv2.com

Deseret News

<https://www.deseret.com/contact#tip>

Bear River Valley Headliner

Cari, caridoutre@gmail.com



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# Research

- Purpose:
  - Discover the factors that determine how women in Cache Valley determine hospital and OB-GYN and determine which marketing strategies are best for pregnant women
- Method:
  - Distribute surveys at grocery stores, baby/maternity clothing stores, and exercise facilities
  - Research well-known maternity influencers on social media
  - Write blog posts for social media pages
  - Determine hashtags associated within the scope
- Survey:
  - Do you have a current OB-GYN?
    - Yes
    - No
  - How did you determine your OB-GYN?
    - Familiar with the name
    - Intermountain
    - Mountain Star
    - Family/friend recommendation
  - When it comes to determining your OB-GYN rank from least important (1) to most important (5)
    - Familiar with the name
    - Familiar with the hospital
    - Safety
    - Patient service
    - Availability
  - Have you considered the Cache Valley Hospital as your OBGYN?
    - Yes
    - No
  - What would increase your likelihood of switching to Cache Valley Hospital's Women's Center?
    - Incentives
    - Increased knowledge
    - More well known
    - Family/ friends recommendation

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- What is important to you when it comes to an OBGYN?
  - Would you go to a class hosted by Cache Valley Hospital's Women's Center?
    - Yes
    - It depends what the class is
    - If I had the time
    - Probably not
  - Further Research:
  - Utilize Facebook page
    - Example: [The Pregnancy Corner](#)
  - Write blog posts
    - Examples: [Best Pregnancy Blogs of 2019](#)
  - Reach out to influencers
    - Example: [Top 10 Pregnancy Influencers](#)
  - Use "beautiful" images
    - Women like to feel beautiful, even while they are pregnant. Anything that shows a beautiful pregnant woman will get a potential buyer's attention.
  - Sell comfort
    - Pregnancy is draining on a woman's body, and she often feels foot pain, backaches and general tiredness throughout the pregnancy. Use words and images in marketing that convince a woman that your product will give her the physical relief she needs.
  - Market to husbands as well
    - Husbands often feel helpless as they see their pregnant wives going through the discomfort of carrying a child. They often are willing to pay to help their wives feel better and be less grumpy during the pregnancy. Market to them by placing ads on websites that married men in the age range of 25 to 40 visit frequently and naming some of the results that the product will bring. Words such as "comfort," "relaxation," "stress-free" and "baby's development" all trigger a man's urge to buy something for his pregnant wife.