



**Welcome to a new way of thinking about  
Exempla Lutheran Medical Center.**

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March 30, 2007

# What does Exempla Lutheran Medical Center mean to the community?

Exempla Lutheran Medical Center is a community-focused health resource designed to create a caring environment in which people feel proactive about their healthcare. “My Lutheran” is the neighbor to turn to for advice. This neighbor always stays abreast of the latest news, and offers the best solutions to any problems. The patient is proud to call this trusted neighbor “friend.”

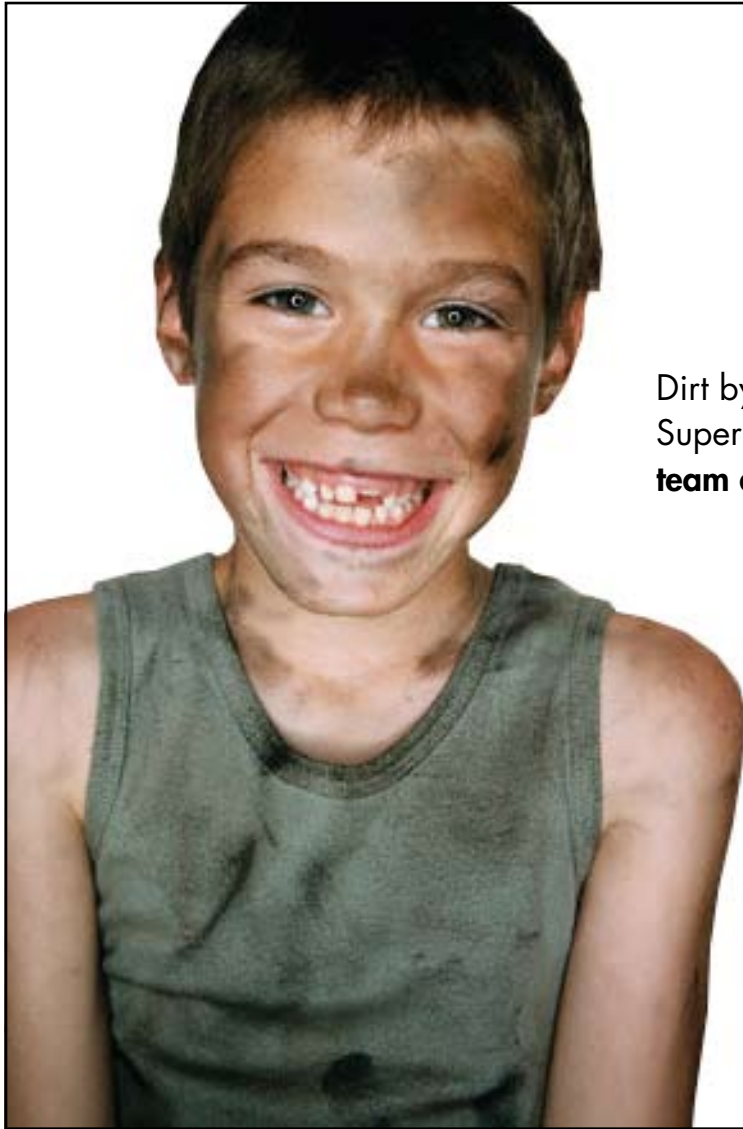
For each of the concepts, we’ve provided newspaper, outdoor billboard, and Web banner advertising examples that reveal three different possible directions for future Exempla Lutheran Medical Center communications. As you know, local newspaper and billboard advertisements are effective ways to communicate with your neighbors. Plus, since more and more of your target audience is online, we also think using the Internet is integral to complete coverage in today’s digital world.

# Concept 1

## **Good Health is Fashionable**

The first concept puts an active face to the community and illustrates that taking charge of your family's health is fashionable. Exempla Lutheran is there for emergencies, certainly, but also there for information on how to avoid emergencies whenever possible. In addition, we took this opportunity to highlight all the different offerings of the hospital, namely the Pediatrics team, The Human Motion Institute, and The Sleep Center that help the community stay healthy. Remain in the game with the help of Exempla Lutheran.

## Good Health is Fashionable — Half page newspaper ad



Dirt by **Mother Nature**. Haircut by **mom**.  
Superhuman resiliency by **the Pediatrics team at Lutheran**.

At Lutheran, we believe in educating our community  
so you can take charge of your family's health.  
To learn some easy, do-it-yourself prevention tips  
go to **MyLutheran.org**.



Exempla

**Lutheran**  
MEDICAL CENTER

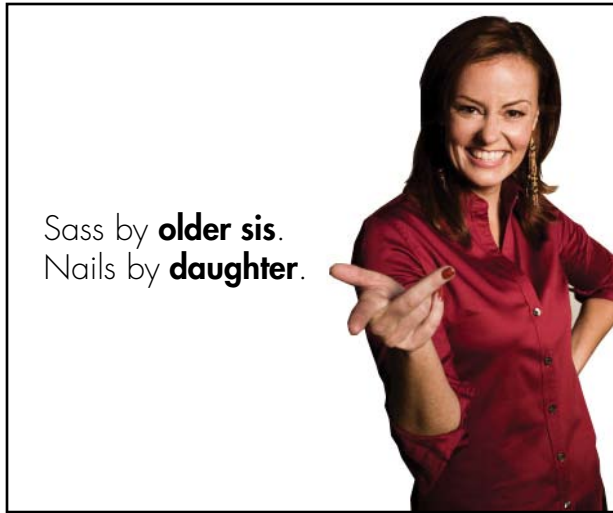
LEADING BY EXAMPLE

## Good Health is Fashionable — Billboard



## Good Health is Fashionable

—336 by 280 pixel online animated large rectangle ad



frame 1



frame 2



frame 3

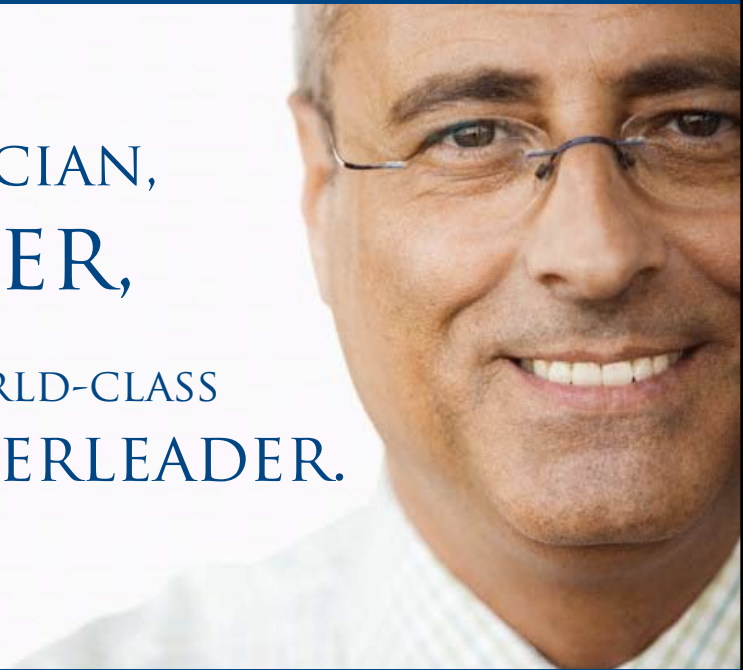
## Concept 2

# The People of My Lutheran

In the second concept, we establish that the people of Exempla Lutheran are just that, people. Not only doctors, nurses, and administrators, but also caring members of the community devoted to the whole healing picture. We start with traditional job titles, but then move on to describe the other roles caring professional often play in medicine. This concept is the antithesis of the “band-aid” approach to healthcare that so many of us have become wary of, and indicates Exempla Lutheran’s dedication to going above and beyond to provide the highest quality of service available anywhere.

## The People of My Lutheran —Half page newspaper ad

I AM A PEDIATRICIAN,  
A PIONEER,  
AND A WORLD-CLASS  
CHEERLEADER.

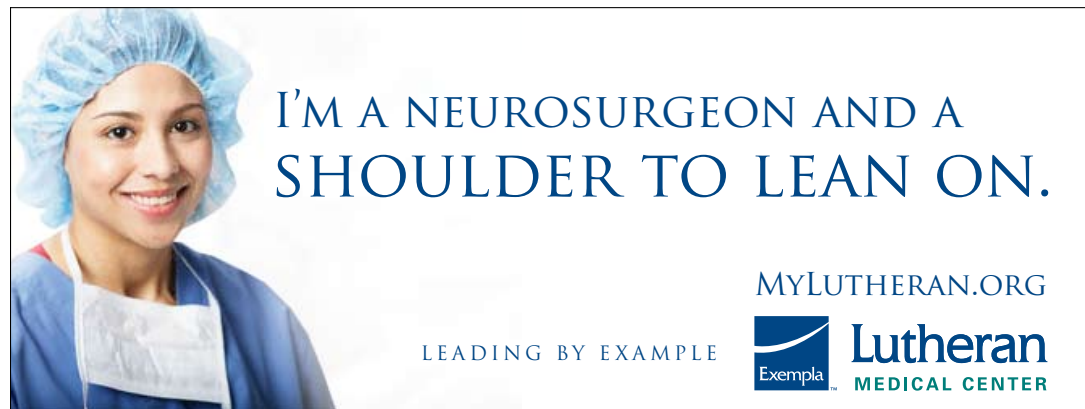


When you come to Lutheran Medical Center you'll receive more than excellent medical care, you'll also get a lot of encouragement. That's because we are more than just a hospital. We're a community of caring professionals dedicated to helping heal all of you, inside and out.

To learn more about all that we offer go to [MyLutheran.org](http://MyLutheran.org).



## The People of My Lutheran — Billboard



# The People of My Lutheran

—728 by 90 pixel online animated leaderboard ad

I'M A CARDIOLOGIST



frame 1

I'M A CARDIOLOGIST  
AND A WORLD-CLASS COACH.



frame 2

MORE THAN AN EXCELLENT HOSPITAL.



frame 3



LEADING BY EXAMPLE

MYLUTHERAN.ORG



frame 4

## Concept 3

# **My Lutheran is My Guide**

The third concept embodies the ideal of public service.

It demonstrates Exempla Lutheran's vision of the hospital as a healthcare resource to the people of the community.

When reading the advertisements, Exempla Lutheran is actually teaching how to stay healthy. For the newspaper and online executions we begin by stating a little known health fact in order to generate interest in reading more. Then a way to be involved in your own healthcare is offered: a simply stated, easy-to-do-it-yourself healthcare tip. It says to the patient, "Lutheran can help you to help yourself."

**My Lutheran is My Guide**—Half page newspaper ad

# HUMAN THIGH BONES ARE STRONGER THAN CONCRETE.

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LET'S KEEP THEM THAT WAY.

EAT MORE LEAFY GREENS. THEY'RE HIGH IN  
MAGNESIUM AND AID BONE DENSITY.

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At Exempla Lutheran we believe in helping our community be proactive about their health. In addition to extensive onsite facilities, we offer classes and operate hotlines designed to keep you informed and healthy. As a health resource, we hope to be a part of your lives every day, not just when you're under the weather.



LEADING BY EXAMPLE

## My Lutheran is My Guide — Billboard



## My Lutheran is My Guide

—468 by 60 pixel online animated banner ad

**78%-90% OF ALL DOCTOR VISITS ARE STRESS RELATED.**

frame 1

**LAUGH MORE. IT LOWERS STRESS.**

frame 2

**FIND MORE HEALTH TIPS AT  
MYLUTHERAN.ORG**

LEADING BY EXAMPLE



**Lutheran**  
MEDICAL CENTER

frame 3

We believe these original and compelling campaigns can accomplish all of Lutheran's goals. However, what our work doesn't reflect is your input. And that's where our dedication to service comes in. We know our best work results from our working together and having open lines of communication. We look forward to working with you to bring Lutheran's new communication to life.

**Thank you very much for this opportunity!**