

Re-Positioning | Friends Of The John A. Burns School Of Medicine University Of Hawai`i

The Friends of the John A. Burns School of Medicine retained The Limtiaco Company (TLC) at a time when the climate was so negative that the University was considering closing the school. The company immediately set forth a plan for demonstrating the importance of a medical school to the state of Hawai`i.

The first step was a thorough research of the school's history, its contributions and its essential place in Hawai`i's medical service industry. A press kit was created filled with this supportive background information. In addition, four special case study stories were developed by an experienced medical writer, which demonstrated some of the little known, yet vital contributions of the school, exemplified by humanized stories.

TLC then began an intensive media campaign that was focused on the school's success in hiring a new dean. Dean Edwin Cadman was the subject of numerous media interviews and coverage. The dean appeared in every major business publication, including the business pages of the daily papers. Speaking engagements were arranged state wide before important business groups and the dean was introduced to everyone of importance at the state Legislature.

Prior to the dean's media and speaking appointments, a carefully prepared message was developed that gave the dean a unique point of view and distinction as he iterated his new vision for the School. The return on investment of developing a new medical school was explained in lay language to secure understanding and buy-in.

In addition, the human interest stories about students, special programs and events at the school provided material for increased media coverage on an on-going basis. We staged the opening of a new laboratory building and secured coverage on some of the important research projects, in particular the spectacular "green mice" created by the genetic studies of renowned Professor Yanagimachi.

TLC created, produced in its entirety and publicized a commemorative event at the National Cemetery at Punchbowl honoring the 25th anniversary of the death of Governor Jim Burns, after whom the medical school was named. Medical students in white coats were in attendance.

The company also wrote and designed the first newsletter from the School, which garnered nearly \$10,000 for the School as a result of the first issue.

It was stated by the dean that due in a large part to the efforts of The Limtiaco Company, the medical school went from being perceived as a liability to being perceived as an asset. Today the John A. Burns School of Medicine is thriving in its new location near downtown Honolulu.