

## Awareness Campaign Rehabilitation Hospital Of The Pacific

The Limtiaco Company (TLC) created and implemented a state-wide campaign for the Rehabilitation Hospital of the Pacific and its 14 satellite clinics. The public relations and advertising plans for this successful program were tied directly to the strategic business plan of the hospital and sought to develop community awareness and recognition of the state's only rehabilitation hospital.

The challenges of the campaign were great, inasmuch as "rehab" is a generic term, often projecting negative connotations, and the word "REHAB" is utilized widely as the hospital's name.

TLC proposed a two-pronged campaign—a publicity effort to create awareness of the wide range of services offered by the hospital as well as its numerous outstanding success stories, accompanied by a state-wide advertising campaign. This campaign employed the faces of patients whose lives had been restored and demonstrated both the statewide capabilities of the hospital as well as the wide range of ages served.

The company also created and managed special events on the Neighbor Islands to promote the openings of satellite clinics, with accompanying publicity.

TLC initiated, designed and produced a quarterly newsletter sent to REHAB's primary customer base (doctors) as well as to stakeholders throughout the state.

The result was increased name recognition and awareness of purpose throughout the community and among professional stakeholders.