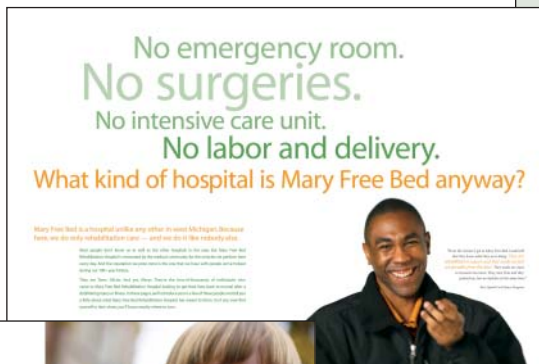
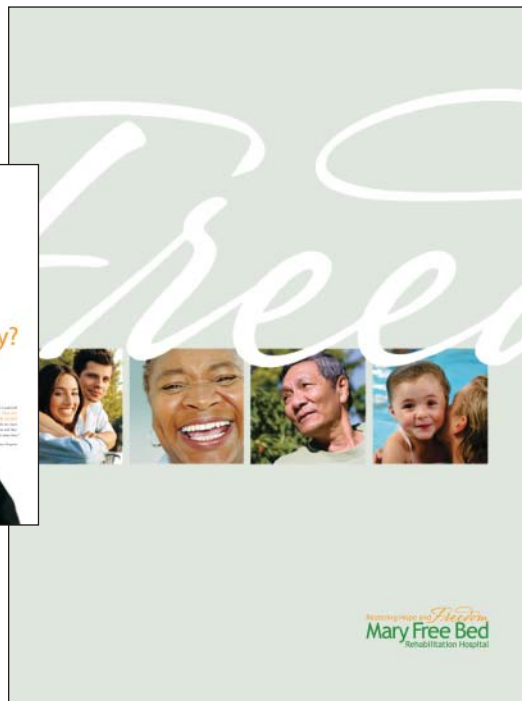


Client Spotlight: Mary Free Bed Rehabilitation Hospital

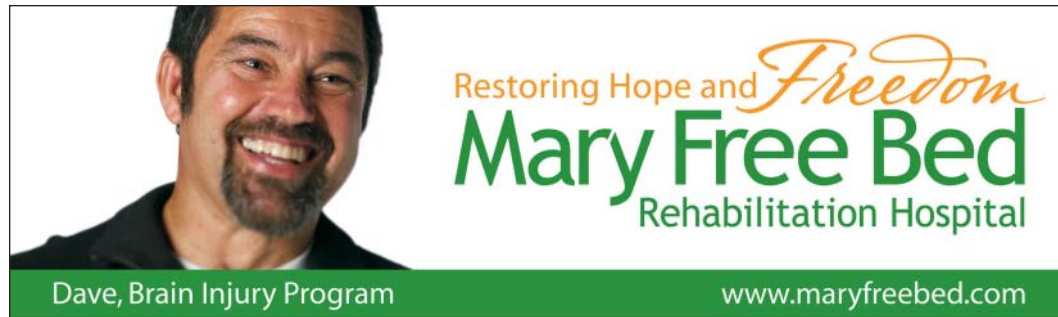
What's in a name? In the case of former *Mary Free Bed Hospital and Rehabilitation Center*, its name was a confusing mix of messages and imagery. Mary Free Bed Hospital and Rehabilitation Center was not “free”, nor was it a traditional “hospital”, and it certainly did not fit the substance-abuse stereotype of a “rehab center”. Mary Free Bed is a unique resource for people recovering from and learning to compensate for life-altering disabilities involving spinal, brain, and limb injuries.

Restoring Hope and *Freedom*
Mary Free Bed
 Rehabilitation Hospital



Corporate brochure

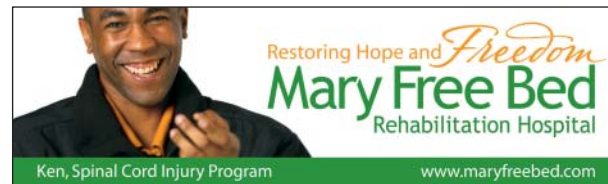
A name change helped. *Mary Free Bed Rehabilitation Hospital* better communicates the specialized nature of its offering. But the hospital needed more than a name change. This marketing initiative was launched to position Mary Free Bed as the premier provider of rehabilitative care in the region, encouraging patient and caregiver preference, galvanizing internal appreciation for the hospital's mission, and driving first-choice referral patterns among physicians.



Outdoor Advertising

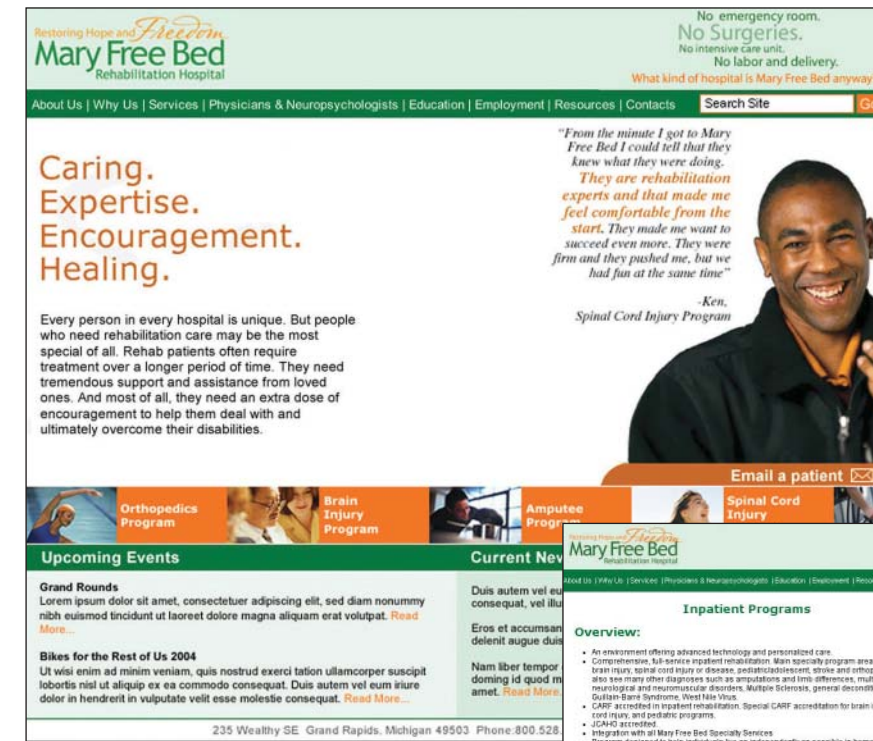
Mary Free Bed Rehabilitation Hospital provides life-changing care to people whose lives, or the lives of their loved ones, have been transformed in a moment to a new set of life-altering challenges. What they need is hope. Mary Free Bed possesses the expertise, the technology, and the experience to provide a reason for hope. It is the patient's best chance to re-engage in life to the fullest extent possible.

Mary Free Bed Rehabilitation Hospital is doing something for patients that no other hospital can promise – *Restoring Hope and Freedom.*



Annual Report

This brand promise expresses itself in a brochure that outlines the unique resources available to people learning new ways to engage in life at Mary Free Bed. The brand's promise is more than a slogan; it's a way to captivate the spirit of the tireless hospital caregivers who provide these services. An all-new identity program including exterior and interior signage, banners, templates for newsletters and presentations, and even logowear are powerful ways to introduce employees to the redesigned logo and for them to embrace the spirit of the brand promise. Powerful, unforgettable television advertising and a completely re-designed web site extend the reach and impact of the message to the caregiver audience.



Web site

Signage



Television Commercial



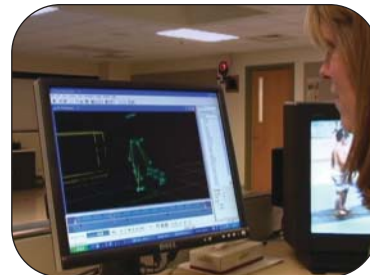
No emergency room, no surgeries,
no intensive care unit...



so what kind of hospital is Mary
Free Bed anyway?



The kind that only does
rehabilitation care



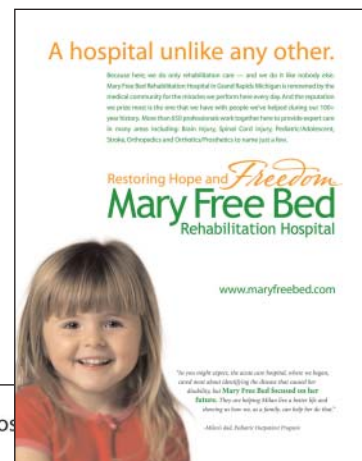
and does it like no one else.



Mary Free Bed Rehabilitation Hospital,
Restoring Hope and Freedom.

Felder Communications Group would like to get to know your business. Call Stan Felder at 616.732.8000 to find out how Felder can help you create a stronger brand. Visit us at www.felder.com to see more examples of our brand-building success.

Felder understands that people respond to brands. People trust, interact and move to the promise of brands. Great hospital brands have the power to differentiate, make a relevant connection, and make a difference in community health.



Print Ads



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