


Client Spotlight: South Haven Community Hospital

DOCTORS
SO GOOD THEY COULD
PRACTICE ANYWHERE
ARE HERE.



The Right Care.
Right Here.

South Haven
SLCH
Community Hospital

Residents of South Haven, Michigan enjoy a sun-drenched, unhurried way of life on the pristine beaches and in the gentle surf of Lake Michigan. South Haven Community Hospital had served the lakeshore community's health needs for decades with a broad spectrum of services. As the sole provider in town, South Haven Community Hospital had been relatively quiet from a marketing perspective.

However, local residents had become more mobile than ever before, and willing to avail themselves of services from competitive health care providers in both nearby and distant cities. At the same time, the hospital was creating fundamental enhancements in the quality and breadth of its physician providers, adding state-of-the-art technology, and investing millions to create a new health center for women of the lakeshore. These improvements were unknown to the community.

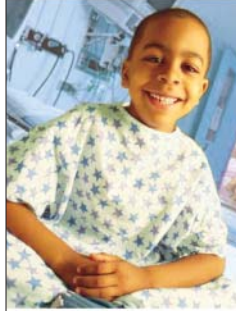
A WOMEN'S CENTER
SO GOOD,
IT COULD BE ANYWHERE.
AND IT'S HERE.



The Right Care.
Right Here.

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SLCH
Community Hospital

TECHNOLOGY
WORKING AT THE
BEST HOSPITALS
IS WORKING HERE.



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General
display banners

Felder helped to shape the identity and message of South Haven Community Hospital to create a more contemporary and relevant brand identity for the hospital. We recognized the importance of elevating the hospital brand. Mere presence in the community is not a sustainable advantage. It is critical to earn the patients' business through expertise, capabilities and trust. We knew people must believe that their local community health provider was capable of excellence.

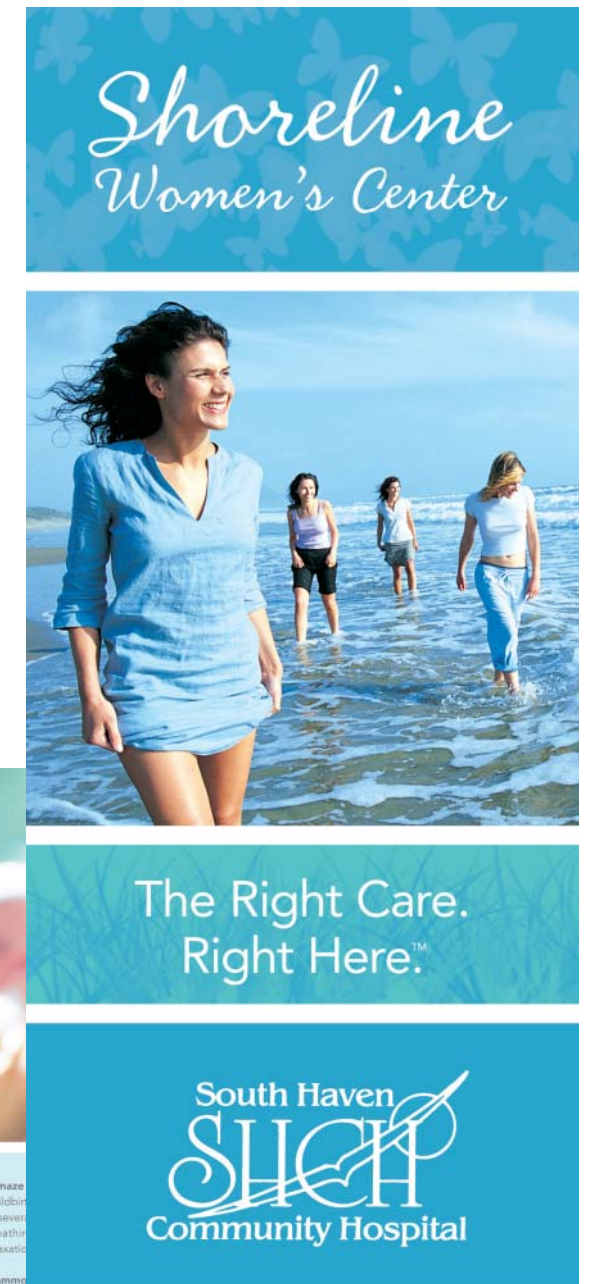


Women's Center display banners



The capabilities of the hospital's doctors, availability of sophisticated technology, and a women's center that rivaled the best anywhere were the three pillars of the brand's promise to residents of the community: The right care. Right here. The broad support for the campaign is represented in the three posters on the front cover and reflect the warm, distinctive beach imagery that is uniquely South Haven's.

The Women's Center was also an opportunity to both engage women of the lakeshore in a new way, and to underscore the vision and relevance of the hospital for investing in the future of women's health. Felder created this campaign for the launch, open house, and sustaining advertising and collateral.



Women's Center tri-fold brochure

Advanced Skin Care
Healthy skin is beautiful skin. Enjoy deep cleansing, acne treatment, or even slow or reverse the effects of aging on your skin.

Cosmetic Laser Treatment
Reduce the appearance of spider veins, or remove unwanted hair with state-of-the-art laser technology.

Massage Therapy
When was the last time you fell asleep on a doctor's exam table? You won't be able to resist with this timeless treatment for pain and stress.

Reflexology
This skillful pressure-sensitive foot massage will bring about balance, a sense of well-being, and healing in other parts of your body.

Tai Chi Instruction
This unique martial art is a blend of healing and meditation, described as "meditation in motion," and results in restored energy and stress relief.

Reiki
An ancient hands-on method of healing that promotes relaxation, relieves tension, and enhances the body's natural pain relief. Pronounced "ray-kee."

Lamaze
Childbirth or severe breathing relaxation

Mammograms
This life-saving standard for early detection of breast cancer is better in a place that puts women at ease and with the most sophisticated technology available.

Gyn/Obstetric Services
Gynecological services include wellness and preventative medicine, while our broad spectrum of obstetric services include everything to promote a happy, healthy birthing experience - from traditional delivery to water birth.

A WOMEN'S CENTER SO GOOD IT COULD BE ANYWHERE. AND IT'S HERE.



- Gyn/Obstetric Services
- Lamaze Classes
- Ultrasound
- Mammography
- Advanced Skin Care
- Cosmetic Laser Treatment
- Massage Therapy
- Reflexology
- Tai Chi Instruction

Comfy robes, cushy slippers, and soothing music make a relaxing first impression. But it's not a spa. It's a place where serious medicine and healing arts have been designed for women. And it's all about you. Here you will find state-of-the-art mammography, gynecological services that include wellness and preventative medicine, and the full spectrum of obstetric services for a happy, healthy birthing experience.

But you will also find the same progressive skin care technology used in Beverly Hills salons and laser technology used in the best dermatology offices anywhere. Deep relaxation and healing techniques, recently rediscovered by the most progressive medical clinics in North America, are now available here. It's another way South Haven Community Hospital is helping women of the Lakeshore stay healthy and whole.

www.shch.org

The Right Care. Right Here.™



Come to our Open House and receive your **FREE GIFT**.
Nov. 20 & 21 2-4PM at the Shoreline Women's Center
Shoreline Women's Center 955 South Bailey Avenue South Haven

Shoreline Women's Center

O/Gyn Providers
Excellent women's care begins with great providers. The providers at Shoreline Women's Center at South Haven Community Hospital are superbly-trained, capable, experienced and patient-focused. It's just one of the ways South Haven Community Hospital provides the right care, right here.

The Right Care. Right Here.™

Dr. John C. Young, MD
Specialty: Obstetrics and Gynecology
Background: MD degree from University of Iowa
Residency in Obstetrics and Gynecology at the University of Iowa School of Medicine
Board Certified by American Board of Obstetrics & Gynecology

Dr. Kara Cockfield, MD
Specialty: Obstetrics and Gynecology
Background: MD degree from University of North Dakota
Residency in Obstetrics and Gynecology at Spectrum Health in Grand Rapids
Board Eligible by American Board of Obstetrics & Gynecology

Dawn Sheathon, CNM
Specialty: Certified Nurse Midwife
Background: Bachelor of Science in Nursing from Nazareth College
Master of Science in Nursing from Case Western Reserve
Certified Nurse Midwife, 1998

Barbara Rudell, CNM
Specialty: Certified Nurse Midwife
Background: Bachelor of Science in Health Sciences from Western Michigan University
Master of Science in Nursing from Case Western Reserve
Certified Nurse Midwife, 1995

To make an appointment, call the Shoreline Women's Center at 315-439-3720 Monday-Friday, between 9am - 5pm

Shoreline Women's Center
at South Haven Community Hospital
955 South Bailey, South Haven, MI

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.

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.

Doctor's announcement, above
Women's center open house advertisement, left



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