

Emergency Department Marketing Action Plan

| Number | Action | Primary Responsibility | Date Due | Resources Needed | Primary Support |
|-----------------------------|---|------------------------|-----------|---|-----------------|
| <input type="checkbox"/> 1. | Create and air radio spots | Joe Jones | 7/26-8/16 | Radio spot | |
| <input type="checkbox"/> 2. | Send letter re Fast Track to physicians | Dr. John Smith | 7/15 | | Marketing Dept. |
| <input type="checkbox"/> 3. | Develop Patient Guide a. Write copy b. Design c. Gain approval from ED staff d. Print | Bruce Mulkey | 8/15 | | Marketing Dept. |
| <input type="checkbox"/> 4. | Develop Fast Track brochure that may serve as #5 and #6 below. a. Write copy b. Design as self-mailer c. Gain approval from ED staff d. Print | Bruce Mulkey | 9/1 | | Marketing Dept. |
| <input type="checkbox"/> 5. | Develop hotel flier (see #4 above) a. Determine what hotels are willing to do b. Write copy c. Design d. Gain approval from ED staff e. Print f. Distribute to hotels | Bruce Mulkey | 9/1 | Input re distribution from hotel management | Marketing Dept. |

Emergency Department Marketing Action Plan (cont.)

| Number | Action | Primary Responsibility | Date Due | Resources Needed | Primary Support |
|------------------------------|--|------------------------|----------|--|------------------------------------|
| <input type="checkbox"/> 6. | Create direct mailer (see #4 above) a. Determine audience, get mailing lists b. Write copy c. Design d. Gain approval from ED staff e. Print f. Mail | Bruce Mulkey | 9/1 | Mailing lists for a. area Urgent Care Centers b. health fair participants c. former patients w/ability to pay | Marketing Dept. ED staff |
| <input type="checkbox"/> 7. | Create info letter for CDU patients | Dr. John Smith | 8/99 | | Marketing Dept. |
| <input type="checkbox"/> 8. | Write Fast Track, CDU stories for newsletter | Dr. John Smith | 8/99 | | Marketing Dept. |
| <input type="checkbox"/> 9. | Explore Worker's Comp track a. Site visit to Oscar Bonavena Memorial Hospital b. Meet w/other departments c. Determine how to proceed | Dr. John Smith | 9/99 | Oscar Bonavena Memorial Hospital model | Marketing Dept. Risk Management |
| <input type="checkbox"/> 10. | Fast Track story in Magazine for Women, winter edition | Bruce Mulkey | 10/99 | | Women's Services |
| <input type="checkbox"/> 11. | Newspaper story re Fast Track, Clinical Decision Unit | Bruce Mulkey | Fall '99 | | H.L. Mencken |
| <input type="checkbox"/> 12. | Develop long-term marketing plan a. Complete questionnaire b. Write initial draft c. Gain approval from ED staff d. Write final draft | Bruce Mulkey | 9/99 | | Dr. John Smith |