Our 2006 Advertising Campaign – Bringing our promise to life.

At Vanderbilt, each of us has made a commitment to *elevate* what we do, every day. Already, we’ve made tremendous strides. The way patients experience Vanderbilt largely depends upon what each of us says and does in our daily interactions with them.

The decision to come to Vanderbilt actually is the culmination of many factors that must already be in a consumer’s mind. They must feel an emotional “connection” to our brand long before they begin to “prefer” it. It takes time.

That’s why advertising is so important. As a person who works at one of the world’s top medical centers, you might ask: Couldn’t those funds be used for something else? Wouldn’t we get patients anyway? Those are valid questions. Just a few years ago, those may have been true. But the healthcare world has changed. People we once called “patients” are now “healthcare consumers.” Now, just about everyone who steps onto our campus has a choice about where they go. We need to think about our services in much the same way an airline might, in order to woo these new healthcare consumers.
We began this effort in 1997, when we rolled out our initial branding campaign - “Hearts and Minds.” At that time, Vanderbilt was a distant 4th in preference among consumers in the Nashville market. Both users and non-users of Vanderbilt saw us as cold and impersonal. Not the sort of image we wanted or that could help us grow. So, we began our image-building process with “Hearts and Minds,” in an effort to convince consumers our medical center in reality was as caring as it was competent.

It took about a year for our image to begin improving. By 2000, we captured the number one spot in preference and have been experiencing large gains, every year since. Today, thanks to your hard work, we have completely reversed the image problems we had 10 years ago. Today, both users and non-users prefer Vanderbilt and believe we have the most respectful, caring employees and the brightest doctors in the region.
This has led to an era of outstanding growth for our medical center. However, brand-building is a constant process. Just as it’s vital to stay on top of the latest medical advances, we must continue to build our image. This year, we embarked on a unique multi-media campaign that will tap into patient stories. Through hundreds of interviews we have learned something very important for patients – the desire to be treated as an individual. To be cared for, listened to, informed and respected.

As you look at the elements of the campaign, you’ll notice how precisely they reflect our commitment to elevate and how perfectly they match with the larger promise we make to every person who walks through our doors: You are the most important part of our day.

Our campaign will break with three television spots. The first commercial speaks to the growing need for adult children to find the best care they can for their aging parents. At Vanderbilt, we understand this relationship and for years have strived to make health care work better for patients, as well as their family members.
During research, people told about their need to be treated as an individual -- “I’m not my disease.” So in our second spot, we demonstrate our commitment to treating every patient as a respected individual, reflecting some of the very real strides we have made through elevate.

Patients also told us they valued time with their doctor, to have their questions answered, and to feel fully informed during their office visit, and our third commercial brings that promise to life.

The campaign also includes radio, magazine, and web components. The stories our patients tell about their care with us are inspiring. We hope you’ll share them with your friends, your family and your patients. Here’s your chance to see the campaign for yourself!

You are invited to
Preview our
2006 Advertising Campaign
July 11th at 3:00 p.m.
208 Light Hall