



Lemmen-Holton Cancer Pavilion Draft Media Strategy

The Lemmen-Holton Cancer Pavilion is an important and fascinating story that needs to be told in publications that healthcare professionals read. By educating them through print and online media, you present URS as an authority in the design and creation of cutting-edge healthcare facilities.

The following plan provides a draft concept of what the TWI team perceives as a logical and functional strategy for marketing the story to media sources.

Potential Media Messages

The Lemmen-Holton Cancer Pavilion is Good for West Michigan **Message to general interest publication audiences:**

- Lemmen-Holton complements West Michigan Miracle Mile's other hospitals, labs, research institutions and educational institutions

The Lemmen-Holton Cancer Pavilion is Good for the Nation's and the World's Cancer Patients (as well as demographic categories like seniors and children)

Message to national publication audiences:

- Positioning Miracle Mile as one of the newest and most progressive medical corridors in nation
- How Lemmen-Holton and nearby facilities together complete an aggressive plan to bring patients closer to research, education and treatment

The Lemmen-Holton Cancer Pavilion is Important for Healthcare Executives and AEC Professionals Specializing in Healthcare Design **Messages to trade publication audiences targeting healthcare professionals and those reaching AEC professionals:**

- Unique aspects of this facility, especially as it integrates with others located in Grand Rapids
- LEED Gold status as a rarity in the country
- Design lessons learned by Spectrum to integrate its properties in Grand Rapids
- Thematic design to aid patient experience - Life Garden in lobby that allows patients to connect with the natural environment. Themed gardens on each floor underscore aesthetic and psychological links for patients and families.
- The value of incorporating evidence-based design concepts

Additional Marketable Messages

- Lemmen-Holton is one of significant healthcare facilities complementing what is becoming West Michigan's Miracle Mile
- First LEED Gold healthcare facility (encompasses hospital, outpatient clinic, etc.) in Michigan, 8th in country



- Executive director brought internal resources and physicians to create patient experience that is more comfortable and has better processes ... specialists come to patient. From business and operations perspective, interesting story
- Consolidates all cancer treatment needs in the Butterworth campus
- Higher percentage of cancer patients (8%) due to proximity to VAI [Nationwide average for a facility of this type is 3%]
- Largest use to date of NATM tunneling to lessen impact on busy I-96 corridor. This tunnel connects the pavilion with other properties. It is 20 feet wide, 102 feet long and is 45 feet below grade
- Spectrum Health is largest provider in Western Michigan
- Won't see this investment in healthcare again in our generation – vitally important for aging baby boomers (seniors magazines)
- Medical education angel as Michigan State University builds there too
- What can be expected from integrated work with cancer research institute, children's hospital, heart hospital, etc.?
- How Miracle Mile stands to impact or be impacted by possible healthcare reform in the U.S.

Lemmen-Holton Cancer Pavilion Draft Media Hit List

NOTE:

- HOT editorial calendar prospects are **highlighted**
- Notations of "(09?)" indicate that the opportunity is projected for 2010 if the publication's 2010 editorial calendar follows the 2009 edcal themes. 2010 edcals are not yet available.

Publication	Opportunities	→	→	→
AARP magazine				
Advance for Administrators of the Laboratory	Oct (09?) — Innovative Tech. for Cancer diagnosis			
Advance for Imaging and Radiation Therapy Professionals	Trends feature in December			
Advance for Medical Laboratory	June 1, June 29 ('09?) & Nov. 2, '09 -	Aug. 10 (09?) – Regional Supplement		



Administrators	Cytotechnology	(MI & others)		
Architect magazine	June (09?) -- Healthcare			
Building Design & Construction	Feb, June, July, Sept. (09?) - Healthcare	Dec - Healthcare		
Buildings	Jan. (09?) - Healthcare Facilities			
Business Week (web)	June (09?) - The Mega Research Park			
Regional / national newspapers: Detroit Chicago Milwaukee Cleveland Columbus Pittsburgh Indianapolis Buffalo Toronto	Healthcare special sections			
Construction Executive	June (09?) - Green building	Sept. (09?) - Institutional (Healthcare)		
Corp!	Green or healthcare issue: awaiting 2010 editorial calendar			
Environmental Design & Construction	Aug (09?) - Healthcare and Construction			
Facility Care	Jan/Feb (09?) - Healthcare design	March/Apr. (09?) - Interior design	Sept (09?) - Trends in Healthcare Architecture	Each month: Greening healthcare
Green	July (09) -			



Building News	Healthcare facilities, but throughout year, has spotlight, facility of month, etc. departments			
HCO eZine	March ('09?) - Planning, Design & Const.	May - Architecture	Sept. -- Construction	Oct (09?) -- Wayfinding
HCO magazine	Jan/Feb. (09?) - Arch/Eng & Const. Mgmt.	July/Aug. - Masterplanning & Design & Const.	Nov/Dec - Design & Const. & Green Building	
Health Facility Mgmt.	Each month: Facility Profile and Hospital Construction Quarterly	Dec: Environmental Sustainability		
Health Leaders Magazine	Oct: How healthcare systems community will re-imagine their roles			
Healthcare Building Ideas	Every issue (quarterly) has "Building Green", "Project Profile," and "Industry Q&A"			
Healthcare Design	Monthly depts: Contractor's View and Interior Design Notes	Feb (09?) - Non-hospital healthcare	Sept - Architecture Showcase (may be advertorial)	
Hospital & Healthcare Network	July (09?) - Design & Construction	Aug. (09?) - Clinical Mgmt. - Oncology		
Laboratory Design newsletter	Depts. Include design, construction, engineering, sustainability and new			



	projects			
Medical Const. & Design	May/June ('09?) – Building Interiors	Nov – Green building		
Michigan Contractor & Builder	Monthly publication for industry			
Midwest Construction	April (09?) – Urban Planning, Design and Development	Nov -- Healthcare		
Midwest Contractor	Monthly newspaper for industry			
Midwest Family magazine	Monthly Health column			
Midwest Real Estate News	Mar/April (09?) - Healthcare	July/Aug (09?) – Green building	Sept/Oct. (09?) – Healthcare Dev.	Nov/Dec -- Michigan
Modern Healthcare	4 th week each month – special theme of "Construction Digest"			
Modern Steel	Dec. - Healthcare			
My Midwest Magazine (inflight)				
Sustainable Facility	Sept. (09?)– Healthcare engineering			



Process Flow and Actions

1. All articles will be ghost-written for byline by Joe Greenan, AIA
2. All articles will be drafted, reviewed by Mr. Greenan, revised per his instructions, then reviewed by URS corporate communications staff prior to completion
3. All activities will be completed in accordance with URS-defined processes

Project Team

Linda Mastaglio, Managing Principal

With 38 years professional writing experience (beginning as a reporter for The Grand Rapids Press in 1971), Linda will be the primary contact and project principal.

Steve Freeman, Project Manager

With 30 years of professional writing experience (beginning as a newspaper reporter in the Chicago area), Steve will handle media contacts, interviews, article research and some writing.

Carol Scott, Executive Assistant

With 32 years as a professional writer and project coordinator, Carol will handle all administrative functions related to the URS activities and will also assist Steve with media relations, research, and media coordination.

Thank you for the opportunity to submit this strategic media plan.

Sincerely,

Linda Mastaglio