

CASE HISTORY

Montefiore's Rehab Road Helps Patients Take a Turn for the Better



Situation

Montefiore, one of Cleveland's leading senior care centers, was completing an important phase of a \$10 million expansion and renovation effort featuring a rehabilitation center unique among area nursing homes. The expansion enabled the senior care facility to take a leadership position in post-hospital care and outpatient rehabilitation.

The crown jewel of the project, Rehab Road, is a simulated indoor city street where patients relearn the activities of daily living in realistic settings using an ATM, bank, restaurant, grocery store, movie theater, full-size car, mailboxes, and putting green. The facility serves residents of Montefiore's assisted living center, The Weils in Chagrin Falls, as well as the growing population of seniors and others in the Cleveland-area in need of physical therapy, occupational therapy or speech therapy after surgery or injury.

Target Audience

Primary influencers such as doctors, discharge planners, social workers, and other hospital influencers, the Jewish community, and families in surrounding zip codes.

Public Relations Challenge

Our challenge was to utilize available channels to break through the clutter of message overload in an intensely competitive local health care environment to create awareness of and excitement around the opening of Rehab Road.

Key public relations objectives were to obtain significant positive coverage from the *Cleveland Jewish News* and to position Montefiore as both conveniently located and a cutting-edge leader in rehabilitation services in the minds of the *CJN* staff, among doctors and other key referrers of Montefiore's services, and among senior citizens and other potential users of rehabilitation services.



Spring Dedication Ceremony

Held in mid-May, the community event attracted more than 75 guests, including Beachwood Mayor Merle Gordon. During the ceremony, champagne and hors d'oeuvres were served, and a ribbon-cutting with proclamations took place. Photos from the event appeared on the cover of the June Montefiore Family Newsletter.

Public Relations Tactics

- Arranged dedication ceremony including facility tours.
- Created sales force handout for doctors and discharge planners.
- Provided exclusive to *Cleveland Jewish News* and *Beachwood Buzz*.
- Arranged private catered media breakfast attended by *CJN* editor Cyndi Dettalbach; Rob Certner, publisher, and several other staff members.
- Private tours for media with patient demonstrations (pre-screened for privacy sign-offs) and on-site media interviews.
- Developed and launched ad campaign timed to coordinate with publicity.
- Distributed press kit to media contacts at local newspapers, magazines, and TV stations, plus health care trade magazines.
- Follow-ups with local newspapers and TV stations.

Results

- A detailed cover story in the *Cleveland Jewish News*, unprecedented for Montefiore.
- Hits included: Cover story in *Senior Living Guide*, *Crain's Cleveland Business*, *Sun Newspapers*, *McKnight's Long Term Care News*, *Builder's Exchange*, *Smart Health*, *AJAS*, and *The Scribe*.
- Post-hospital care admissions increased by an undisclosed percentage over the same period for the prior year.