



GRAND OPENING CELEBRATION

Dignity Health - St. Rose Dominican

Sahara

SUMMARY

Based in The Woodlands, Texas, Emerus is the nation's innovator of micro-hospital solutions, enhancing the delivery of patient care through high-end, turnkey operations. Since its inception in 2006, Emerus has tripled its market-wide presence on a national level with over 27 micro-hospitals. Our state-of-the-art micro-hospitals comprise of several national health care brands across 11 markets, with 20 new facilities under development. Emerus will continue its growth over the next several years with a projected goal of more than 60 facilities across 15 markets by 2021.

During market launch planning for Nevada, **external analysis was gathered through focus groups** revealing several negative perceptions from participants concerning their experiences with hospitals, free-standing emergency rooms and urgent care centers. Insights showed a key factor in consumer dissatisfaction was **a general lack of knowledge regarding the neighborhood hospital model and the services it provides to a community**. The viewpoints of residents in the local community proved largely apathetic, and due to this perception, Marketing prepared to face significant challenges driving patient volume during the first 60 days of operation.

The Grand Opening Celebration (to include a ribbon-cutting ceremony) for Dignity Health - St. Rose Dominican Sahara Campus was executed December 9, 2017 in Las Vegas, NV. **The purpose of this dual-engagement opportunity was to essentially convert event attendees into brand ambassadors of the hospital, and potentially, into future patients**. The ultimate goal was to eliminate consumer apathy through informational activities including hospital tours, 1:1 engagement with clinical staff, and educational booths. Equally important, the celebration represented Emerus' commitment to the community by providing a safe and welcoming space for local families to interact and enjoy quality-time with one another.

Messaging was tailored to **communicate across multiple platforms using a broad range of public relations and marketing tools to evoke excitement in the event and boost awareness about the new hospital opening**. While

digital registration was key to efficiently capture leads and gauge event attendance, traditional print channels were instrumental in reaching audiences who were less likely to engage with digital channels, such as email and online advertising. By promoting the campaign across a wide range of platforms, we could achieve **message saturation**, which would lead to further **exposure and community pride** and alter the perceptions noted in previous research.

In addition to external engagement, the Grand Opening Celebration resonates with internal audiences in different ways: (1) Facility employees who participate at the event **have a sense of pride that directly contributes to the overall happiness and good health of thousands of patients annually**; (2) Emerus' corporate employees are engaged because the **campaign involvement and success represent an organizational realignment with company and health system values**; and (3) Both local clinicians and corporate administrators come together in unison as the campaign ties directly to community experiences, most prominently, the **consistent treatment of compassionate care to local residents and employees**.

Due to strategic event planning, communication and marketing tactics with dynamic top-down participation from the corporate offices and facility leadership, the Sahara Campus Grand Opening Celebration proved the organization can provide its communities with innovative, convenient and state-of-the-art emergency care. Additionally, it reaffirmed **Emerus listened to the collective voice of its target audience, immediately took proactive measures, and exceeded both internal and external expectations**. While attendees were given a platform to get to know their neighbors and community leaders, they would similarly be interacting side-by-side with the world-class emergency service providers in their community.

RESULTS

↑160% PATIENT VOLUME
increase in first 60 days

1,000 EVENT ATTENDEES
over 4-hours

EVENTBRITE REGISTRATION

Online registrants: 425
Pre-registered: 47.9%
Page visitors registered: 3.76%
Leads captured on-site: 380
Total leads captured: 805

PRESS RELEASE

Pickup: 255
Views/Hits: 3,282
Multimedia: 502
Engagement: 3

MEDIA

IMPRESSIONS

Print	195,000
Billboard	2,202,224
Direct Mailer	51,434
VIP Invitations	755
TOTAL	2,449,413

INTERNAL ENGAGEMENT

Company Wide Jostle Story

49.8% employees viewed
36.69% employees clicked

85% Facility staff volunteered

DIGITAL MEDIUM	IMPRESSIONS	CLICKS	CTR
Pandora	133,357	240	0.18%
Geo-fence Display	244,158	883	0.36%
Targeted Display	297,507	766	0.13%
HIPAA Targeted	188,039	139	0.41%
Snapchat Filter	275	--	--
TOTAL DIGITAL IMPRESSIONS			915,910

E-BLASTS	INVITE I	INVITE II	POST-EVENT
Impressions	10,396	10,821	463
Open Rate	2.89%	4.16%	6.82%
Click Rate	8.71%	0.46%	2.47%
TOTAL E-BLAST IMPRESSIONS			21,680

LANDING PAGE	STATS
Pageviews	680
Unique Pageviews:	484
Avg. Time on Page:	00:02:05
Entrances	460
Bounce Rate	69.13%
Exit Rate	68.09%

EVENT MARKETING

GRAND OPENING CELEBRATION

DIGNITY HEALTH - ST. ROSE DOMINICAN SAHARA

PATIENT VOLUME
160% increase in first 60 days

IMPRESSIONS

2,397,224 traditional media
915,910 digital
317 direct contact
542 eblast

1,000 EVENT ATTENDEES

425 registrants
47.9% pre-registered

275 SNAPCHAT FILTER

LANDING PAGE

680 page views
460 entrances
02:05 average time on page
69.13% bounce rate

Billboard



VIP Invite



Fact Brochure



Print Ad



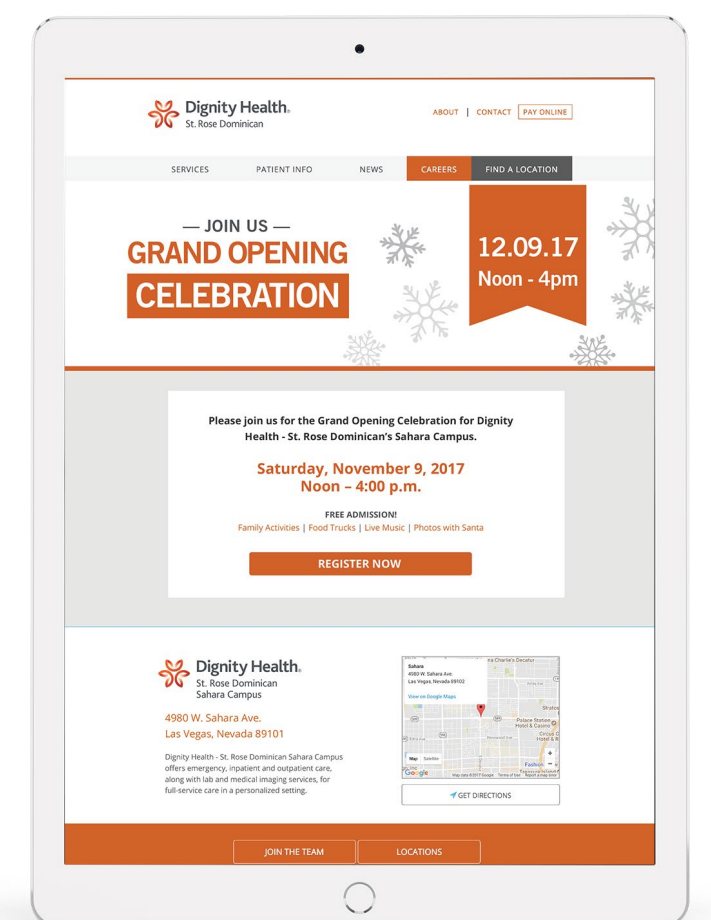
Snapchat Filter



Direct Mail



Event Landing Page



Event Video



VIDEO (CLICK TO PLAY)

<https://www.youtube.com/watch?v=BeN0kfwqec>

Wayfinding Signage



VIP INVITATION

INSIDE

FRONT



Join us for a Grand Opening Celebration
and Ribbon Cutting

Please RSVP at StRoseNH.org/events.



JOIN US FOR OUR GRAND OPENING CEREMONY OF



Saturday, December 9, 2017
Noon – 4:00 p.m.
Ribbon Cutting at 1:00 p.m.

**Dignity Health - St. Rose Dominican
Sahara Campus**
4980 W. Sahara Ave.
Las Vegas, Nevada 89102
(see map on reverse side)

Complimentary valet parking available.

Please RSVP at StRoseNH.org/events.

DIRECT MAIL



BACK

FRONT

PRINT AD



12.09.17
Noon – 4pm



— JOIN US —

GRAND OPENING CELEBRATION

Saturday, December 9 • Noon to 4 p.m.

Dignity Health – St. Rose Dominican Sahara Campus
4980 W. Sahara Ave., Las Vegas, Nevada 89102

FREE
ADMISSION

Family Activities | Food Trucks
Live Music | Photos with Santa

 **Dignity Health.**
St. Rose Dominican
Sahara Campus
Hello humankindness®

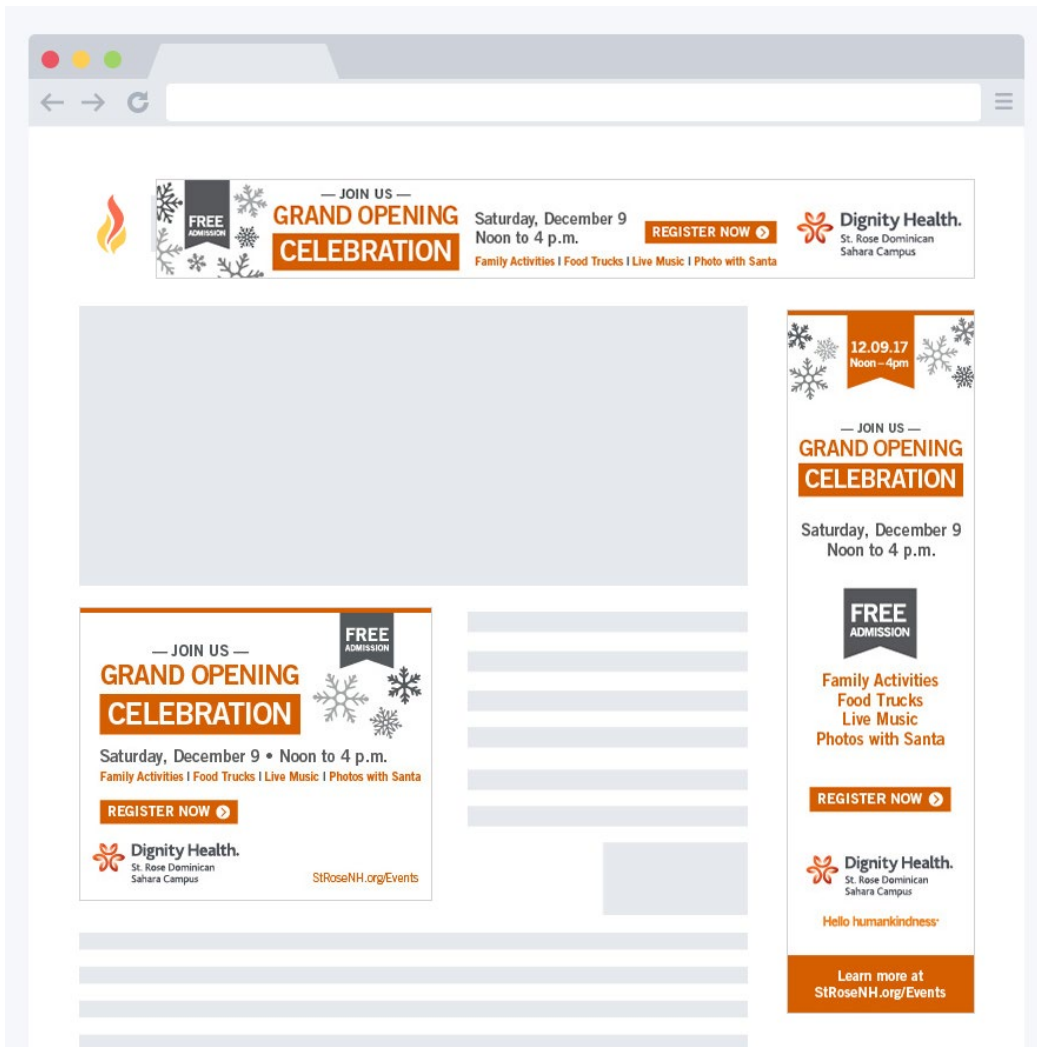


Learn more about us at StRoseNH.org/Events

BILLBOARD



WEB BANNERS



320 X 50

300 X 250

160 X 600

320 X 480

12.09.17
Noon - 4pm

— JOIN US —
**GRAND OPENING
CELEBRATION**

Saturday, December 9 • Noon to 4 p.m.
Ribbon Cutting at 1:00 p.m.

FREE ADMISSION Family Activities | Food Trucks
Live Music | Photo with Santa

REGISTER NOW

Dignity Health.
St. Rose Dominican
Sahara Campus

Hello humankindness™

Learn more at StRoseNH.org/Events

600 X 315

— JOIN US —
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Family Activities | Food Trucks | Live Music | Photo with Santa

REGISTER NOW

Dignity Health.
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500 X 500

— JOIN US —
**GRAND OPENING
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Family Activities | Food Trucks | Live Music | Photo with Santa

REGISTER NOW

Dignity Health.
St. Rose Dominican
Sahara Campus

StRoseNH.org/Events

320 X 50

**GRAND OPENING
CELEBRATION** Saturday
December 9
Noon to 4 p.m.

Dignity Health.
St. Rose Dominican
Sahara Campus

REGISTER NOW

1200 X 628

— JOIN US —
**GRAND OPENING
CELEBRATION**

FREE ADMISSION

Saturday, December 9 • Noon to 4 p.m.
Family Activities | Food Trucks | Live Music | Photo with Santa

REGISTER NOW

Dignity Health.
St. Rose Dominican
Sahara Campus

Learn more at StRoseNH.org/Events

FLYERS/ LOCAL BUSINESS POSTERS

12.09.17
Noon - 4pm

— WELCOME —

GRAND OPENING
CELEBRATION

FREE
ADMISSION

Family Activities | Food Trucks
Live Music | Photos With Santa

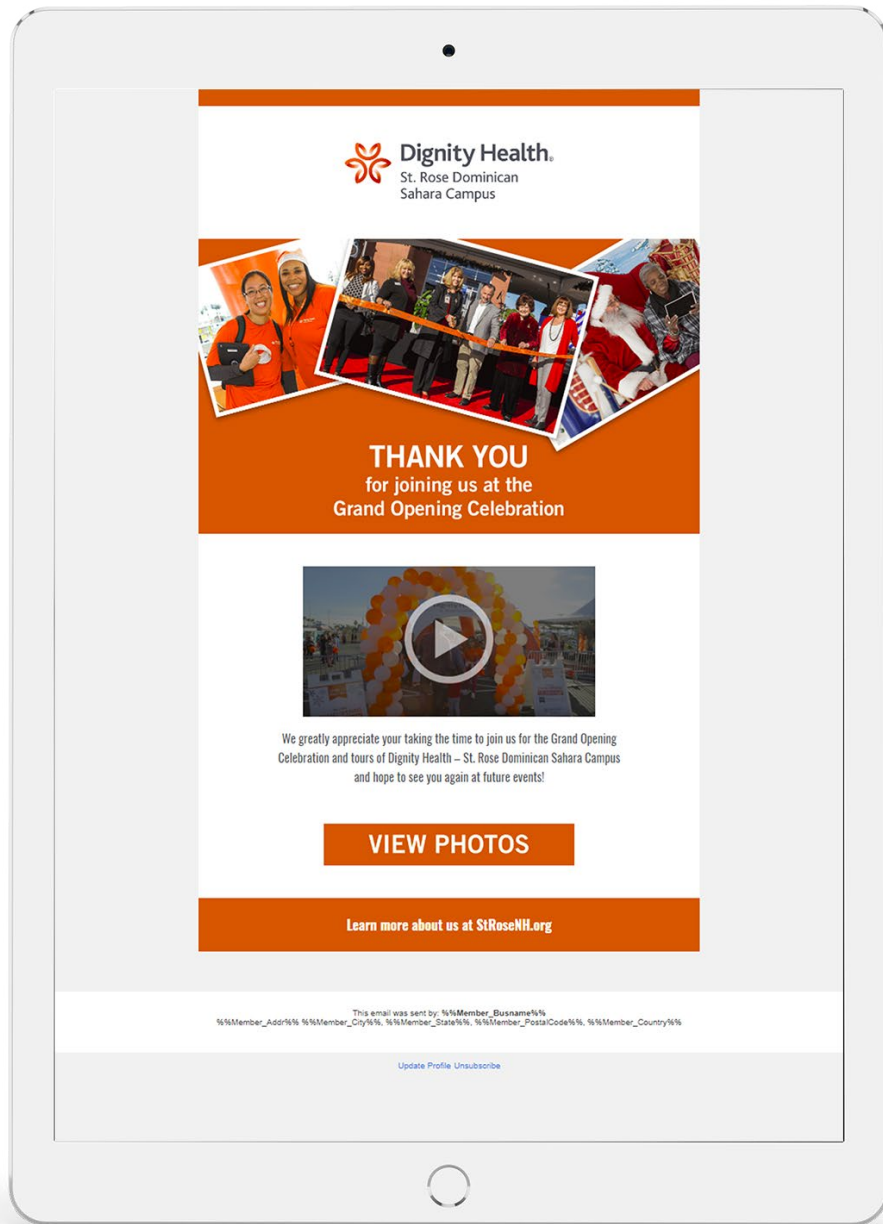
 **Dignity Health**[®]
St. Rose Dominican
Sahara Campus

E-BLAST

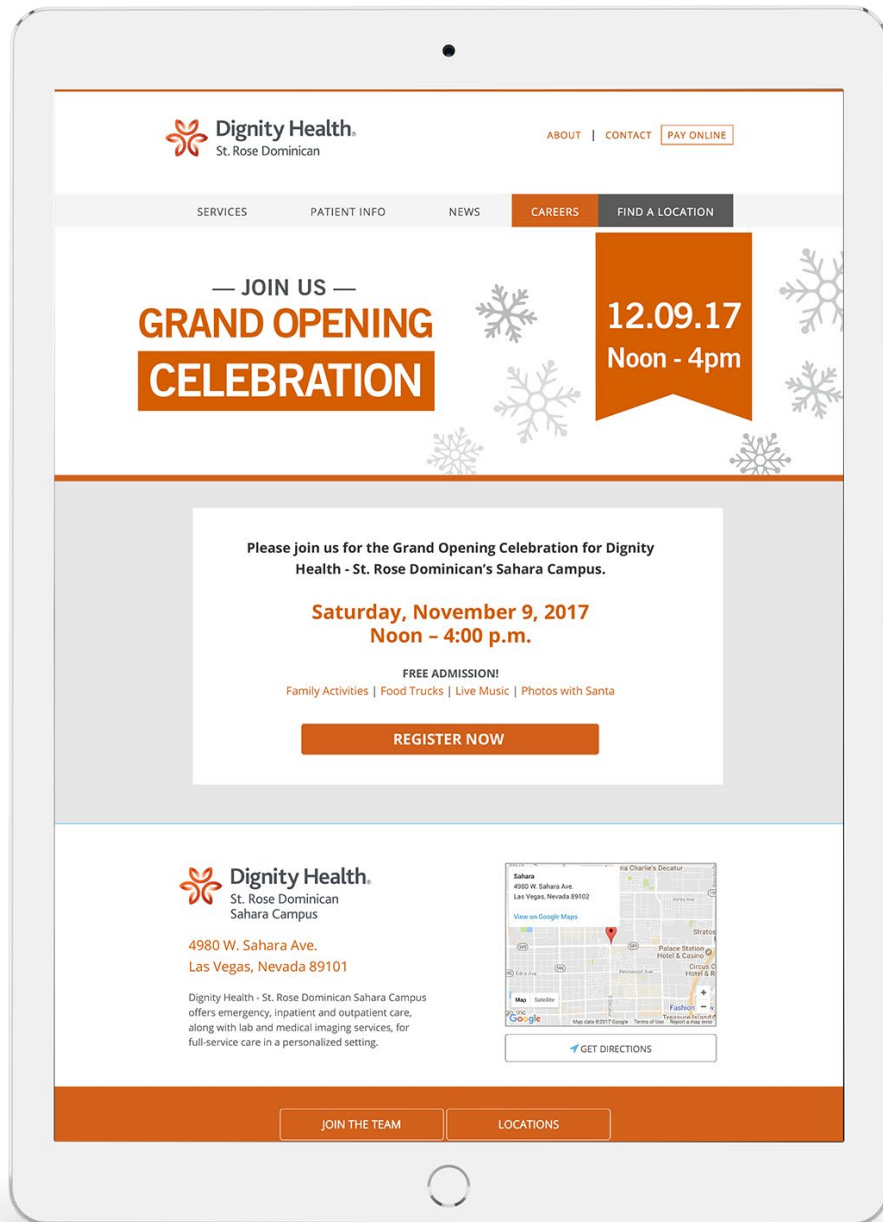
INVITATION



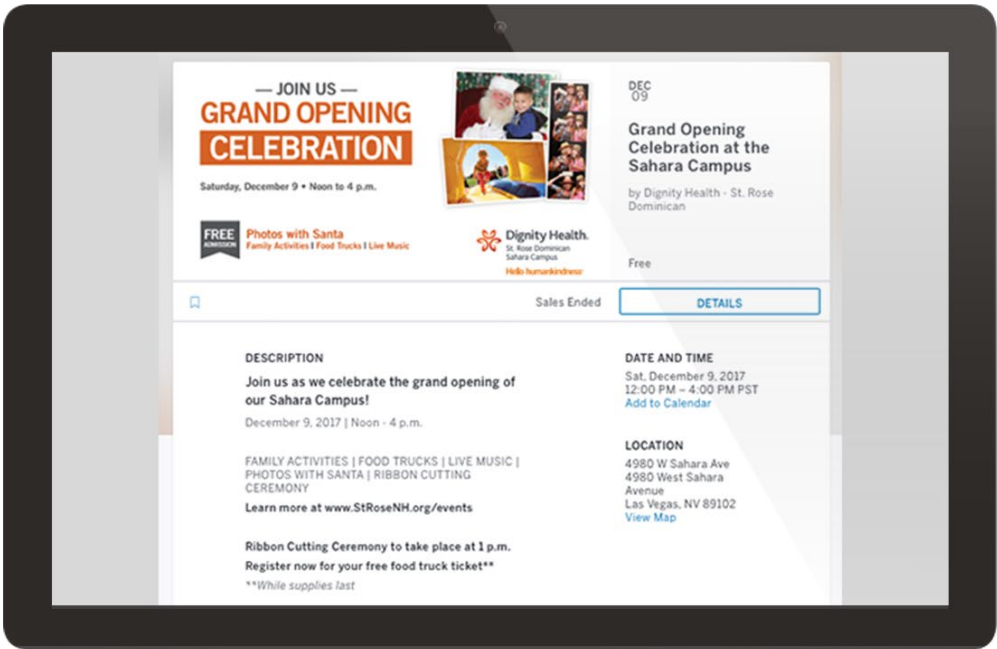
POST-EVENT



LANDING PAGE



EVENTBRITE



— JOIN US —
**GRAND OPENING
CELEBRATION**

Saturday, December 9 • Noon to 4 p.m.



DEC
09
**Grand Opening
Celebration at the
Sahara Campus**
by Dignity Health - St. Rose
Dominican

FREE
admission
Photos with Santa
Family Activities | Food Trucks | Live Music



Free



Sales Ended

[DETAILS](#)

DESCRIPTION

Join us as we celebrate the grand opening of our Sahara Campus!

December 9, 2017 | Noon - 4 p.m.

FAMILY ACTIVITIES | FOOD TRUCKS | LIVE MUSIC |
PHOTOS WITH SANTA | RIBBON CUTTING
CEREMONY

Learn more at www.StRoseNH.org/events

Ribbon Cutting Ceremony to take place at 1 p.m.

Register now for your free food truck ticket**

**While supplies last

DATE AND TIME

Sat. December 9, 2017
12:00 PM - 4:00 PM PST

[Add to Calendar](#)

LOCATION

4980 W Sahara Ave
4980 West Sahara
Avenue
Las Vegas, NV 89102
[View Map](#)

EVENT POSTERS

WELCOME



WAYFINDING



WAYFINDING



PHOTOS WITH SANTA



**GRAND
OPENING**

**PHOTOS WITH
SANTA**

 **Dignity Health.**
St. Rose Dominican
Sahara Campus

HOSPITAL TOURS



**HOSPITAL
TOURS**

AT FRONT ENTRANCE

- Open 24/7
- Emergency Care
- On-site Labs & Imaging

 **Dignity Health.**
St. Rose Dominican
Sahara Campus

FACT BROCHURE

FRONT & BACK

INSIDE



Dignity Health.
St. Rose Dominican
Sahara Campus



NOW OPEN

- 1 NORTH LAS VEGAS CAMPUS**
1550 W. Craig Rd. • North Las Vegas, NV 89032
- 2 BLUE DIAMOND CAMPUS**
4855 Blue Diamond Rd. • Las Vegas, NV 89139
- 3 WEST FLAMINGO CAMPUS**
9880 W. Flamingo Rd. • Las Vegas, NV 89147
- 4 SAHARA CAMPUS**
4980 W. Sahara Ave. • Las Vegas, NV 89102

Learn more about our advanced emergency care at
StRoseNH.org



Emergency Care
In Your Neighborhood

At Dignity Health - St. Rose Dominican, we are proud to offer the dedicated emergency medical care you deserve, in your neighborhood. You have our promise that we will treat your emergency with the same swift and expert attention we would expect for our families.

Moving Health Forward

- Dislocated joints
- Foreign-object removal
- Head injuries

24/7
wait time, less than 15 minutes
labs and imaging
care available
alized, high-quality care



Emergencies Treated

- Abdominal pain
- Allergic reactions
- Asthma and breathing problems
- Burns
- Chest pain
- Choking, choking and gagging
- Concussion
- Dental pain
- Dehydration
- Headaches
- Overdoses
- Pain control
- Pneumonia
- Rashes, insect bites, stings
- Seizures
- Simple and complex lacerations
- Sports injuries
- Sprains and broken bones
- Strokes

In-House Laboratory Services

- Complete blood cell counts
- EKG and cardiac enzyme analysis
- Liver panel
- Metabolic profiles
- Pregnancy tests
- Urinalysis

On-Site Imaging Services

- CT scan
- Diagnostic X-ray
- Ultrasound

Other Services

- Adult and pediatric advanced cardiac life support
- EKG and thrombolytic therapy for acute myocardial infarction



Learn more about our advanced emergency care at
StRoseNH.org

PHOTOBOOTH

**GRAND OPENING
CELEBRATION**
December 9, 2017

 **Dignity Health.**
St. Rose Dominican
Sahara Campus



 *a flying camera*
www.aflyingcamera.com

PROMOTIONAL ITEMS

VOLUNTEER T-SHIRT



TOTE BAG



SANTA HAT



POPS SOCKETS



LIP BALM & SUNSCREEN



BUBBLE WAND



LED BALL



PHONE SCREEN CLEANER



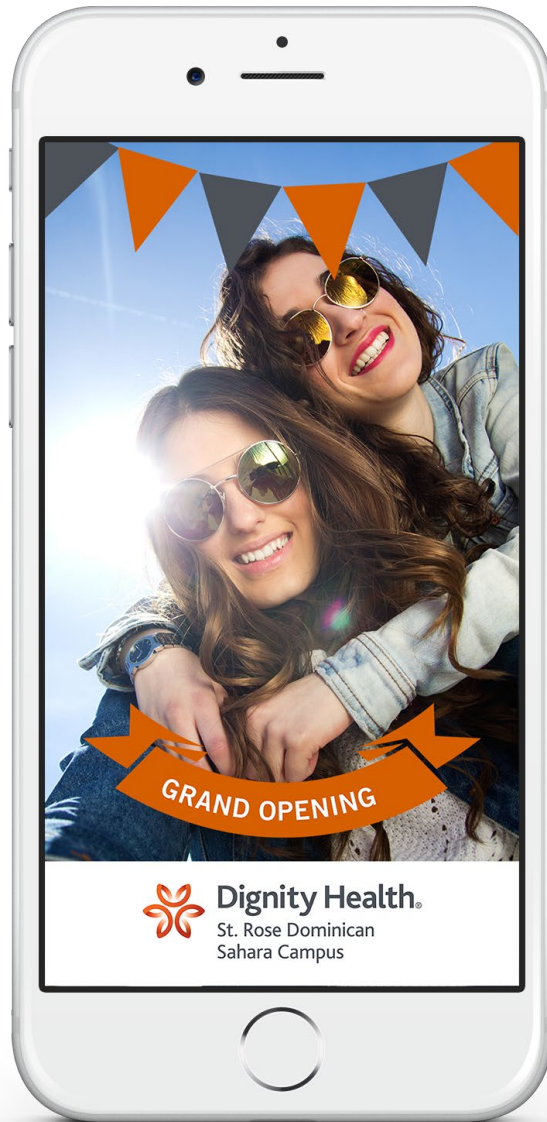
SCISSORS



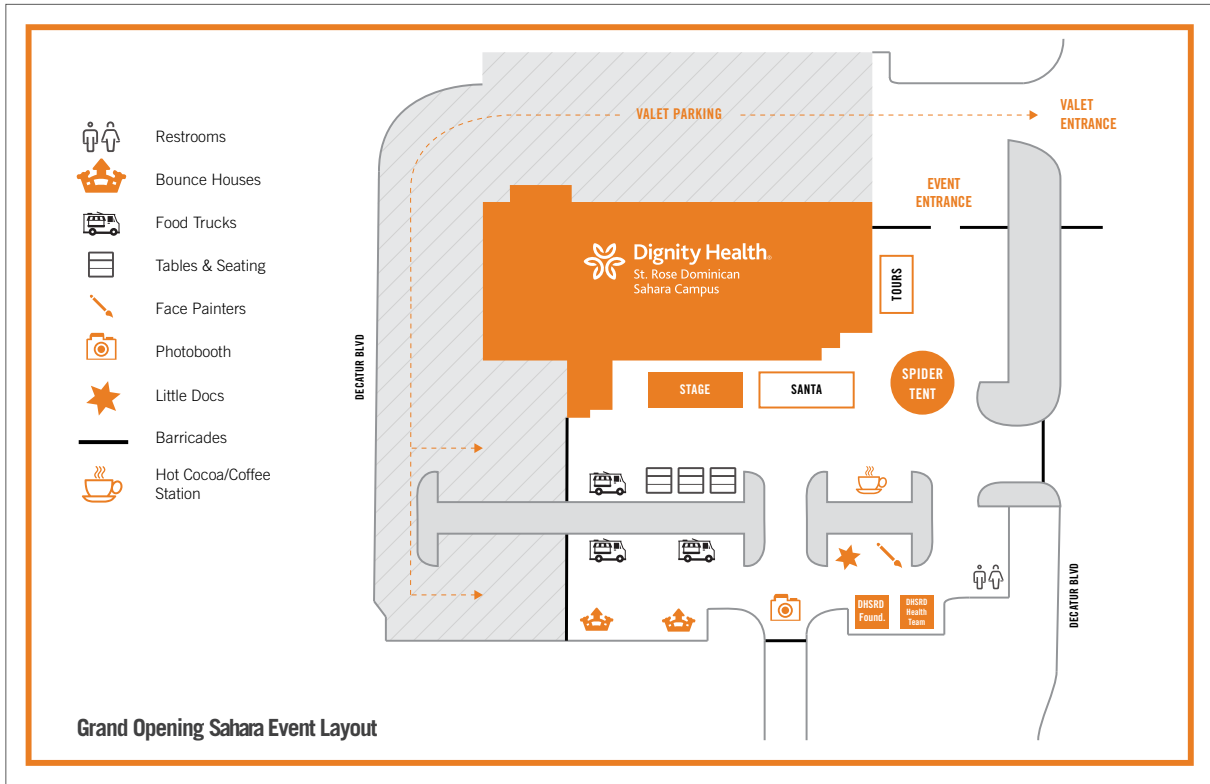
TEXTING GLOVES



SNAPCHAT



EVENT LAYOUT



EVENT PHOTOS/ VIDEO





VIDEO (CLICK TO PLAY)

<https://www.youtube.com/watch?v=BeN0kfwqec>