

Message. What you say.

Strategy. How you say it.

Results. They speak for themselves.

Branding and Marketing Health Centers as Patient-Centered Primary Care Homes

Presented by
Libby Post, President/CEO
Communication Services

marketing
advertising
fund raising
public relations
online marketing
graphic & web design

message • strategy • results
COMMUNICATION SERVICES
SINCE 1984

NOT-FOR-PROFIT

TOURISM

HEALTHCARE

SMALL BUSINESS

Primary Care in the Air

- CHCANYS along with partners formed the Primary Care Coalition
- Went to all the hearings of the Berger Commission
- Made primary care one of the Commission's agenda items
- Governor Spitzer embraced primary care
 - Enhanced funding
 - Doctors Across NY

Primary Care in the Air

- Primary Care Coalition has pushed the idea of a Patient-Centered Primary Care Home
- Health centers are great examples of these homes
 - Needs of patients are put first
 - Coordinated health care services
 - One stop shopping
 - Use of health information technology

Primary Care in the Air

- Studies increasingly show that primary care, delivered in the patient centered primary care home model
 - reduces hospitalization rates
 - lowers death rates for heart disease, cancer and stroke, and
 - reduces rates of medical errors
 - results in increased quality, patient satisfaction, and cost efficiency.

Primary Care in the Air

- Community Health Centers, Centers for Homeless Health Care and Migrant Health Centers are Patient-Centered Primary Care Homes for the patients we serve

CHCANYS at the Forefront

- Serious budget crisis
- Legislature coming back on 11/18 to cut billions from this year's budget
- CHCANYS brand—defining new directions
- Campaign to stop cuts is a strong reflection of that brand

CHCANYS at the Forefront



I can't get better if my community health center loses funding.

Please don't cut Care for the Uninsured, Medicaid or Migrant Health Care.

YOU CAN HELP STOP THE CUTS.

Ask us how.

CHC ANYS | *Defining New Directions*
Community Health Care Association of New York State

www.chcanys.org

New York City Office
535 Eighth Avenue, 8th Floor
New York, NY 10018
(212) 279-9686

Albany Office
90 State Street, Suite 805
Albany, NY 12207
(518) 434-0767



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message • strategy • results

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CHCANYS at the Forefront

- Campaign comprised of
 - Posters
 - Postcard Sheets (did you sign yours?)
 - Full page ads in the Legislative Gazette
 - [Online petition](#)
 - [Facebook Page](#)

So what about marketing CHCs

- After all, you just want to serve your patients!
- Health centers operate in an increasingly competitive environment
- Even for the uninsured, there is a choice—health center or the ER
- Need to get the message across that health center should be first choice

Why is marketing important?

- To bring your health center to the attention of opinion/community leaders, elected officials, volunteers, donors, corporate community
- To establish your health center as the “go to” source on community-based health care information, perspectives, statistics, etc.

Is Branding important as well?

- Integral part of marketing
- Sets your health center apart from others
- Sum total of all attitudes, perceptions and beliefs about foundation
- Emotional branding:
 - Love
 - Hate
 - Hope
 - Fear
- Community-based care is about love and hope, even in the hardest of conditions

Branding Equation

According to David Shore,
Associate Dean of the
Harvard School of Public
Health:

Strategic Awareness +
Perceived Quality +
Singular Distinction

BRANDING

- Establish health center as a major presence
- Attract new patients
- Develop, maintain and increase market share

The Branding Process

- Volvo owns the category of “safety”
- Nordstroms owns “service”
- Sloan-Kettering owns “cancer”
- Hospital for Special Surgery owns “orthopedics”

Marketing 101

- Define mission and programs
- Define audience: clients, donors and volunteers
- Determine strengths and weaknesses
- Define organizational message
- Establish organizational identification—logo!
- Establish graphic standards
- Develop initiatives/campaigns to brand organization using all of the above

Define Mission and Programs

- Review mission
 - Is it still relevant
 - Does it work as the basis for marketing and branding
- Inventory programs
 - Understand what your health center does, what type of health care it offers, what supportive programs
 - How health center speaks to patients, and the other you want to reach

Define Audiences

- Patients:
 - Who need your programs and services
- Community Leaders
 - Who you want to influence
- Volunteers:
 - Who share your commitment to your mission
- Donors:
 - Who will support you with financial contributions

All about building relationships.

Determine your strengths & weaknesses: SWOT session

- INTERNAL:
People & Programs
 - Strengths
 - Weaknesses
- EXPLORE
 - People
 - Programs
 - Marketing Operation
 - Development Operation
- EXTERNAL:
Position in Community
 - Opportunities
 - Threats
- EXPLORE
 - Competition
 - Collaboration
 - Local political landscape
 - Demographic changes

What you need for a SWOT session

- 10-12 participants: stakeholders, clients, donors
- Easel with flip chart and good markers
- A good facilitator
- Pen and papers for each participant
- Prepared questions
- 2-3 hours
- Someone to type notes on a lap top

Define Message

- Take information gathered at SWOT session and any follow-up interviews
- Group together to develop themes
- From themes develop singular message
- Have message and themes as basis for all communications
 - Marketing
 - Public Relations
 - Development
- What you say is the same, its how you say that is different

All this activity should reinforce your brand—your strategic niche.

Establish logo and graphic standards

- One logo for agency
- Vertical and Horizontal format, in necessary
- Consistent color palette
- Consistent typefaces
- Graphic standards: how it is used
 - Published guidelines



Organization ID=Your Logo



Keys to Being Successful

- Take the time to plan and do it right
- Get consensus on branding approach from within organization
- Sell it to your employees first—they are the front line of your marketing efforts
- Keep the promise of your brand
- Know what your competition is doing
- Focus on execution—brands are built day by day, donor by donor and patient by patient

Marketing Tools

Use each opportunity to reinforce your message and brand—
to **tell your story and build relationships.**

- Identity Brochure
- Newsletter
- Direct Mail
- Advertising:
 - Newspaper
 - TV
 - Network-based
 - Cable-based
 - Radio
- Web Site
 - Add an Advocacy page
 - Keep it interactive
- Annual Reports
- Displays
- PowerPoint presentation

Case Study:

Whitney Young Health Center

- After 30 years and new leadership, WMY decided to overhaul its marketing and development program
 - Hit and miss
 - No consistent message
 - No marketing or development plans
 - No way of dealing with image in the community
 - Mismanagement
 - Mediocre care

Case Study: WMY

- Define mission and programs
 - Mission: provide consistently excellent healthcare regardless of ability to pay
 - Programs:
 - Primary medical care
 - Dental
 - Complementary
 - Drug and alcohol abuse
 - Community Outreach
 - Pre-natal

Case Study: WMY

Determine Strengths & Weaknesses

- SWOT sessions
 - Board of Directors
 - Senior Staff
 - Medical Providers
 - Dental Providers
 - Program Managers
- Previous research
 - Town Meeting report
 - Draft Strategic Plan
- Results
 - Much bigger challenge than an established hospital
 - Internal and external challenges
 - A multi-prong approach
 - Build a culture of giving
 - Build a foundation board
 - Build an integrated marketing/development operation

Case Study: WMY

- Define audiences
 - Patients: past, present and future
 - Staff
 - Medical, dental and support
 - Community Supporters
 - Opinion leaders
 - Existing and potential donors
 - Potential center and foundation board members

Case Study: WMY

- Define Message
 - WMY is a center for healthcare excellence
- Define themes
 - Excellent healthcare
 - Excellent people
 - Excellent service

Case Study: WMY

Excellent Health Care	Excellent People	Excellent Service
Primary health and dental care providers who are patient focused and who provide a continuum of care	Highly trained physicians, dentists, nurse practitioners, mid-wives, nurses and case managers.	Provide “one-stop-shopping” quality care regardless of income
Chronic Disease and Behavioral Health Management	Everyone at WMY wants to be there and are loyal to the Center	The incredible breadth and depth of services WMY provides
Leaders in confronting health care disparity issues	Patients are loyal to the Center and add to the Center’s vitality	Treating patients as people with dignity and respect
WMY is an accredited health care organization		An organization that is worth doing business with.

Case Study: WMY

- Define message
 - Slogan: Innovative Community Health Care
 - Answers negative perception
 - Reinforces message that WMY is a center for healthcare excellence
 - Chronic Care Model has become national model
 - Leader in healthcare disparities
 - Embraces future plans
 - New programs and services
 - New equipment
 - Sends a clear message to donors

Case Study: WMY

Old Logo



Whitney M. Young Jr. Health Center, Inc.
Since 1971: Quality care. That. Now. Always.

- Establish Organizational ID
 - Developed new logo

Maintained connection with namesake



Maintained "people" figures from old logo

Maintained center colors

Case Study: WMY

- Established graphic standards
 - How logo should be used
 - What typefaces can be used
 - What color palette can be used

Case Study: WMY

- Branding WMY
 - Newsletter
 - Invitation Packages
 - Annual Report
 - Annual Appeal
 - Events
 - Public Relations

- Branding WMY
 - Corporate Support Initiative
 - Grants
 - Building Foundation
 - Public Speaking

Case Study: WMY

• Branding through Newsletter

Whitney M. Young, Jr. Health Center
Lark and Arbor Drive Albany, NY 12207

Whitney M. Young, Jr. HEALTH CENTER
Where Health Care Happens

RETURN SERVICE REQUESTED

calendar of events

WHITNEY M. YOUNG, JR. HEALTH CENTER ANNUAL DINNER
Thursday, October 16, 6 p.m.
Albany Marriott (corner 1st and Montgomery)

COMMUNITY OF FRESH AIR CALENDAR

Senior Health Fair
Friday, October 3, 9 a.m.-3 p.m.
Whitney M. Young, Jr. Health Center

Senior Health Clubs
Thursday, October 9, 10 a.m.-12 noon
Caring for Your Grandchildren
Every Community Room at the Mt. Yernough High Rise, 200270 N. Pearl St., Albany

Wednesday, October 22, 9 a.m.-11 a.m.
Eating Your Heart Out: Healthy Eating
Loyal Temple #148 (18th St.) Lodges, 90 Second St., Albany

Thursday, November 13, 10 a.m.-12 noon
Depression and Anxiety
Every Community Room at the Mt. Yernough High Rise, 200270 N. Pearl St., Albany

Wednesday, November 26, 9 a.m.-11 a.m.
Arthritis and Related Disorders
Loyal Temple #148 (18th St.) Lodges, 90 Second St., Albany

Thursday, December 11, 10 a.m.-12 noon
Home Health Care
Every Community Room at the Mt. Yernough High Rise, 200270 N. Pearl St., Albany

Wednesday, December 24, 9 a.m.-11 a.m.
Alzheimer's: Your Most Precious Possession
Loyal Temple #148 (18th St.) Lodges, 90 Second St., Albany

Senior University
Vital Services for Seniors
Monday, October 13, November 17th, 19th, 22nd, December 12, Albany
41 Southside, 1254 1/2 Albany

Improving Your Memory
Tuesday, December 2, Albany 6

For more information and to reserve Community Outreach programs, please call 482-9900.

Whitney M. Young, Jr. HEALTH CENTER
Where Health Care Happens

Yes, I would like to support Whitney M. Young, Jr. Health Center with a gift of:

\$500 \$250 \$100 \$50 \$25

This gift is in honor of _____

This gift is in memory of _____

Name _____

Address _____

City _____ State _____ Zip _____

Please make checks payable to Whitney M. Young, Jr. Foundation.

Please charge my MasterCard VISA

Card # _____ Exp. / _____

Signature _____

Do not publish my name in your print materials

Your gift is tax-deductible under the provisions of the law. Ask if your company offers a Matching Gift Program. You can double or even triple the value of your gift.

Thank You For Your Support

Whitney M. Young, Jr. HEALTH CENTER
Where Health Care Happens

NORTHSTAR
Fall 2003 newsletter

in this issue

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- 2 Medical Maintenance To Benefit Recovering Addicts
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A Letter From Jim Sinkoff
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A Newsletter of Whitney M. Young, Jr. Health Center | Lark and Arbor Drive, Albany, NY 12210 | 518.465.4771

Whitney M. Young, Jr. HEALTH CENTER
Where Health Care Happens

NORTHSTAR
Fall 2003 newsletter

ANNUAL DINNER SLATED FOR OCTOBER 16TH N.Y. Senate Minority Leader David Paterson to Receive Award

As the fall foliage in the Capital Region reaches its peak, the Whitney M. Young, Jr. Health Center (WMY) will also be awash in the diversity of the community when over 400 are expected to gather for the Health Center's 32nd Anniversary Dinner on Thursday, October 16th at the Marriott on Wolf Road in Albany.

Bringing together a broad cross section of the community, the dinner provides the Health Center with an avenue to showcase its broad range of services.

"We hope it will, as in the past, be a very rewarding, uplifting and spirit renewing event," said James Sinkoff, WMY President/CEO. "We have accomplished so much over the past year, and we are still moving forward, constantly improving services, expanding our patient rolls and fulfilling the legacy of Whitney Moore Young, Jr. - to improve the quality of life of those we serve by providing consistently excellent health care without regard to income."

Sinkoff pointed out that in 2002, the Health Center served over 17,500 residents for a total of 172,136 patient encounters all for a cost of just \$603 per patient, per year. Since many of the Health Center's patients live at or below the federal poverty level and 40 percent are uninsured, Whitney Young provides, on average, \$2.3 million in free care annually.

"We're also looking forward to presenting this year's Living the Legacy Award to N.Y. State Senate Minority Leader David Paterson," said Sinkoff. "Senator Paterson's targeted focus on social and economic justice speaks to the very heart of our namesake, Whitney M. Young, Jr., to the ethos of the Health Center and to the spirit of the Living the Legacy Award."

Senator Paterson was first elected to the New York State Senate in 1985 at the age of

31. During his tenure in the New York State Senate, Senator Paterson has emerged as a leading legislative advocate in the effort to secure social and economic justice for all New Yorkers.

As the representative of the 30th State Senate District, which encompasses Harlem and the Upper West Side, Senator Paterson works closely with constituents of many different ethnic, economic, racial and religious backgrounds to help ensure that state government is responsive to the varied needs and concerns of the diverse people he was elected to serve.

He became

Minority Leader in November, 2002 and is currently the highest-ranking African-American elected official in New York State. Issues important to the Senator include affordable housing, education, women's and children's concerns, environmental issues, historical and architectural preservation and improved race relations. He has championed measures to crack down on bias-related crime, fight domestic violence and child sexual abuse, expand voting rights, protect consumers and ensure the quality of patient care. As Minority Leader, he was proud to lead the Senate debate to pass the Sexual Orientation Non-Discrimination Act (SONDA) which became law in December of 2002.

Well known in his community as a leading human rights activist, Senator Paterson also gained attention on a state and national

level for his successful battle to preserve an important legacy of African-American history and culture in New York. The Senator led the fight to save the skeletal remains of Colonial-era African-Americans interred in lower Manhattan's 283 year old African-American burial ground when the site was threatened by the construction of a 36-story Federal office tower. Although the building was constructed, this victorious community battle ultimately led to the site being designated as a National Historic Landmark.

The Senator, who is legally blind, is also a leading advocate for the rights of the visually and physically challenged. He serves on the board of the American Foundation for the Blind. He also serves on the board of the Achilles Track Club and completed the New York City Marathon in 1999. A graduate of Columbia University and Hofstra Law School, the Senator lives in Harlem with his wife and two children.

Founded in 1971 by community leaders and Albany Medical College, the Whitney M. Young Jr. Health Center took its name from the late executive director of the National Urban League.

Several members of the Young family will attend the dinner in recognition of their relative's legacy, including Bonnie Boswell of Los Angeles, CA, niece of Whitney M. Young Jr. Tickets for the annual dinner are available at \$75 per person, and reservations may be made until October 9th. For more information or to RSVP, contact Sharon Richter at 518.465.4771, ext. 247, or via email at srichter@wmyhealth.org.



N.Y. Senate Minority Leader David Paterson

MEDICAL MAINTENANCE TO BENEFIT RECOVERING ADDICTS

This year the Whitney M. Young, Jr. Health Center, in conjunction with the Center for Substance Abuse Treatment (CSAT), has helped to broaden the scope of treatment for drug and substance abuse by implementing the Medical Maintenance Program (MMP). CSAT is a national leader in enhancing the quality and availability of methadone treatment for people with substance abuse problems.

The MMP is designed to help those with chemical addictions get outpatient treatment in the privacy of their physician's office. With a waiting list of 140 people that are still active users and are receiving no treatment at all, those who have adhered to the guidelines set by CSAT and OASAS (N.Y.S. Office of

Alcoholism and Substance Abuse Services) for the MMP, and once approved, "graduate" to receiving their methadone treatment in their physician's office.

"We're looking for ways to continue dignified treatment for individuals by allowing them to continue their treatment in a physician setting," said Joe LaCoppola, Program Director of the MMP. By graduating certain qualified individuals into the MMP, more openings become available in the Center's Chemical Dependence

Treatment Program for some of the 140 people that are still seeking treatment for their addictions.

Having only recently received the waiver from CSAT to allow 30 people into this program, the available openings are limited. 12 patients have currently been enrolled in the program, and 18 patients are in the approval process.

Once all 30 patients are enrolled, and we have evidence affirming it's success, we can apply to CSAT to increase the number of patients we can enroll in the program," said Joe LaCoppola.


Continued on page 7



Case Study: WMY

- Branding through event invitation

The mission of the Whitney M. Young, Jr. Health Center, Inc. is to improve the quality of life of those we serve by providing consistently excellence health care without regard to income. In 2002, the Health Center served over 17,500 residents for a total of 172,136 patient encounters all for a cost of just \$603 per patient, per year. Since many of our patients live at or below the federal poverty level and 40 percent are uninsured, the Health Center provides, on average, \$2.3 million in free care annually.



Whitney M. Young, Jr. Health Center
Board of Directors


Mr. Martha Hobbs Chair	Mr. William Andrews Mr. Julian Bain Dr. Graham Fitz Mr. Hubert Guerdin Rev. Joseph Hopkins Ms. Carol Hyton Mr. William Kelly Dr. Martha LeDow Ms. Dyanne Parker Ms. Eleanor Thompson Mr. Leroy Twigg	Mr. Victor Grant Ms. Martha Hobbs Mr. William Kelly Mr. Peter Rupert Mr. James Strickoff
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Whitney M. Young, Jr. Foundation
Board of Directors

"I am not anxious to be the loudest voice or the most popular. But I would like to think that at a crucial moment, I was an effective voice of the voiceless, and effective hope of the hopeless."

—Whitney M. Young, Jr.
1921-1971

THE 32ND ANNIVERSARY AWARDS DINNER
Honoring
New York State Senate Minority Leader David A. Paterson
To benefit the



Honorary Committee

Steven E. Leibel and Marjorie Rush Honorary Co-Chairs	William Andrews John Baackles & Kathryn Allen Julian Bain James Barba William & Hon. Betty Barnette Betty Jo Brachey Mary Ann Bourgeois Neal Brady State Senator Neil D. Breslin County Executive Michael Dromitt Dean Katherine Brax-Lawson David J. Brown Carol Bullard Assemblyman Ron Casarrese Sueh Chansley, DDS	Keri Clairmont Rev. Leonard D. Cornthier Hon. Richard Covert Hon. Sarah Curry-Cobb Gloria DeRube Heather Didold Aun DiSarno Angela Dixon Dr. Graham Fitz Thomas N. Galati Jill S. Goodman & Arthur N. Malkin Mr. & Mrs. A. Lyrene Graham Hubert Guerdin Eric & Carol Hausmann Martha Hobbs Rev. Joseph Hopkins Most Rev. Howard J. Hubbard Mayer Gerald D. Jennings	Sister Maureen Joyce, RSM William Kelly Carol LaFleur Carol Lawrence-Hyten Dr. Martha L. Lepore Angela Levin Steve Longo Kallama Marjanath, MD Susan M. Matthews, Ph.D. Della McEwen Patricia McGowan Congresswoman Mike McNulty Robert Miles, Jr. Lillian Mley Mr. & Mrs. Tash Nikolaj Kevin O'Connor Dyanne Parker Libby Post & Lynn Dunsing-Vaughn John Ruggie, MD	Peter Rupert Charles Rush Mary Alice Rosen State Senator John Sabro Kathryn Saunders Karen Schmirer Mary M. Siskey James & Janet Stillard James Strickoff & Sarah Hochstadt State Senator & Mrs. Malcolm Smith Eleanor Thompson Leroy Twigg Joyce B. Weiler Arach-O. Weiss, Ph.D.
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You are cordially invited to attend the
32ND ANNIVERSARY AWARDS DINNER
of the
Whitney M. Young, Jr. Health Center
Thursday, October 16th, 2003
Cocktails at 6 p.m. | Dinner at 7 p.m.
The Marriott
Wolf Road, Albany

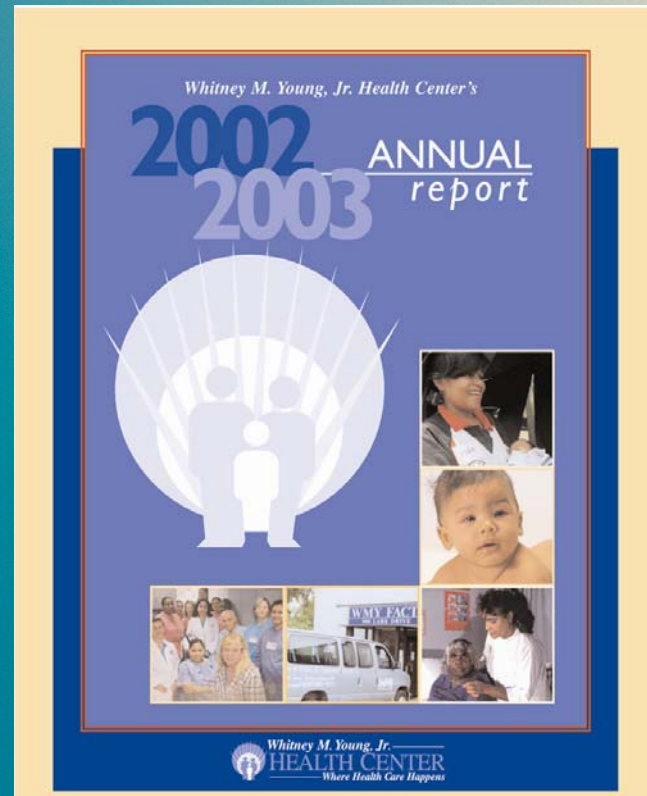
Join us to honor
New York State Senate Minority Leader David A. Paterson
As he receives the Center's
Whitney M. Young, Jr. Living the Legacy Award
\$75 per person

New York State Senate Minority David A. Paterson was first elected in 1985 at the age of 31. During his tenure in the New York State Senate, Senator Paterson has emerged as a leading legislative advocate in the effort to secure social and economic justice for all New Yorkers. As the representative of the 30th State Senate District, which encompasses Harlem and the Upper West Side, Senator Paterson works closely with constituents of many different ethnic, economic, racial and religious backgrounds to help ensure that state government is responsive to the varied needs and concerns of the diverse people he was elected to serve. He became Minority Leader in November, 2002 and is currently the highest-ranking African-American elected official in New York State. Senator Paterson's targeted focus on social and economic justice speaks to the very heart of our namesake, Whitney M. Young, Jr., to the ethos of the Health Center and to the spirit of the Living the Legacy Award.



Case Study: WMY

- Branding through Annual Report



MEDICAL SERVICES

The Whitney M. Young, Jr. Health Center provides superior primary and preventive health for 17,500 patients and clients it serves. The Health Center has the largest HIV/AIDS primary care program in the region and is in the forefront of managing chronic diseases through a collaborative network of providers. The Collaboratives were developed to improve the provision of health care and, in turn, eliminate health disparities.

Asthma

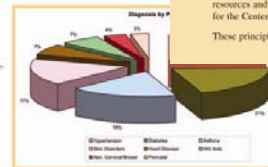
In July of 2002, the Health Center, in collaboration with the Bureau of Primary Health Care-sponsored Health Disparities Collaboratives, implemented the Chronic Care Model for asthma. The Health Center shares the Collaboratives' vision of providing high quality health care to underserved populations. The Collaboratives were developed to improve the provision of health care and, in turn, eliminate health disparities.

The Chronic Care Model enabled the Center to redesign its asthma evaluation and management. Currently, 136 pediatric and 11 adult patients are benefiting from this program as evidenced by improved assessment, medication compliance, self-management skills, more symptom free days and fewer missed days from work or school.

Minority Asthma Partnership

Key Measures	Typical Levels	Target Levels
Current severity assessment	< 20%	>90%
Appropriate treatment with anti-inflammatory medication	<70%	>95%
Symptom-free days in past two weeks	>5 days	>10 day
Self management goals setting	<20%	>70%
12 months Registry size		

Complementing the Health Center's asthma services is the Minority Asthma Partnership of Albany County. As the lead contractor, the Health Center taught 64 students in three Albany elementary schools how to better manage their asthma. Asthma Management in-services were held with both Faculty and parents, an essential component to behavior modification. Faith-based community events were used to provide asthma education and screening. The Health Center instituted bi-weekly Spirometry (pulmonary function testing) sessions and brought this service to high-risk students at their schools. Feedback from the schools and community has been positive and the Health Center has developed a national model in asthma management.



Diabetes

The Health Center provides comprehensive primary care for adults with diabetes with the help of a multi-disciplinary team consisting of adult medicine physicians, a nurse practitioner, podiatrist, an optometrist and a nutritionist. In collaboration with Albany Memorial Hospital's diabetes education program and our staff translators, we offered formal diabetes education in English, Spanish and Russian. A recent audit by IPRO (a NYS DOH contracted quality assurance provider) showed significant improvements in our diabetes education program (64% of our patients educated in 2001 vs. 91% who received education in 2002) and a decrease in the percentage of patients with abnormal readings (67% in 2001 vs. 54% in 2002).

Pediatric Care

Our pediatric program, comprised of three pediatricians, nurses and support staff, provides exceptional care to infants, children and adolescents with an emphasis on preventive care, such as immunization compliance, lead screening and management of chronic diseases such as asthma and infectious disease.

Lead toxicity is a well-recognized cause of behavioral and intellectual deficits in children. The City of Albany has a high number of homes built when lead based paint was commonly used—before the 1960s. Over 94% of infants and toddlers attending well-child visits at the Health Center were referred for lead toxicity screenings; 83% underwent the blood analysis needed to determine the level of lead in their bodies. Only 3.3% children screened had abnormal levels.



The legacy of Whitney M. Young, Jr. is alive and well at the Health Center. Not only do we bestow an award each year at our annual dinner to an individual whose work has kept his vision alive, the Health Center itself is driven by Whitney Young's commitment to self-reliance and economic empowerment.



We firmly believe strong communities are built on three critical elements—education, holistic health and wellness and economic opportunity.

The Whitney M. Young, Jr. Health Center's educational programs consist of patient education, residency programs in the medical and dental departments, student education for nurses and social workers, and a scholarship fund to support health-related bachelors and masters degrees.

In addition to core services, the Whitney M. Young, Jr. Health Center's health and wellness programs consist of HIV prevention and treatment, substance abuse prevention and treatment, family planning and prenatal care, WIC training, diabetes education, asthma mitigation and amelioration, Pfizer Share the Care, outreach and education, nutritional services, physical fitness and a PRE-K Reading Program. The Center also collaborates with Senior Services of Albany on the Whitney M. Young Senior Health Club, a monthly interactive, informational, and recreational forum for neighborhood residents.

As an employer, the Health Center provides economic opportunity to 160 individuals. Through mentorship, staff development, and on-the-job training, many of our employees use the knowledge, skills, and tools they have learned to leverage even greater economic opportunity. The Center's economic impact on the community includes the assistance we provide to those who lack financial resources to meet their healthcare needs. Additionally, in developing relationships with corporations, we are bridging the gap between access to resources and our ability to achieve our mission. For example, our joint venture with Pfizer's Share the Care program makes it possible for the Center to supply medication to the uninsured.

These principles and the mission of the Health Center are the basis for our continued work today and well into the future.



message • strategy • results

COMMUNICATION SERVICES
SINCE 1984

Rebranding Success—Troy Campaigns

- New site opened in Troy (across the Hudson)

GET WeLL!

At Whitney M. Young, Jr. Health Services' **new Troy Health Center** you can receive **primary health care** regardless of your income.

The Troy Health Center accepts **all kinds of insurances** and offers a **sliding scale discount** for self-pay patients.

Our Health Center partners with you to **be healthy** and **stay healthy**. Our health care professionals provide **innovative care for all ages**— from the youngest to the oldest.

Get WeLL with **Whitney Young!**

Call today for more information **518/833-6900**

NOW OPEN!

Whitney M. Young, Jr.
HEALTH SERVICES
Innovative Community Health Care

6-102nd Street | Troy, NY 12180

Internal Bus Sign

Troy Health Center

Troy Health Center and Albany Health Center Services
 Prenatal Services
 Women's Health including midwifery
 Child and Adolescent Health
 Adult and Family Medicine
 Social Work
 On-site Laboratory Services

Albany Health Center Services Only
 HIV/AIDS Primary Care and Support Services
 Pediatric and Family Dentistry
 Optometry
 Podiatry
 Psychiatry
 Case Management
 Travel Immunizations
 Nutrition Counseling
 Immigration Medicine
 Pharmacy
 Family Alcoholism and Chemical Dependency
 Treatment Services (FACTS)
 Methadone Maintenance Treatment Program (MMTP)
 Health Education and Screenings
 Training for: medical/dental residents and medical, nursing, social work and public health students
 Translation Services
 Transportation

TROY HEALTH CENTER



Organizational Accreditation and Licensures
 New York State Department of Health (NYSDOH)
 Joint Commission on Accreditation of Healthcare Organizations (JCAHO)
 New York State Department of
 New York State Office on Alcoholism and Substance Abuse Services (OASAS)

Whitney M. Young, Jr. HEALTH SERVICES
 Innovative Community Health Care



Funded by the **W.K. KEL FOUNDATION**

Brochure

Whitney M. Young, Jr. Health Services provides affordable, accessible, high-quality medical care to all people who need it. Each and everyday, innovative community health care is on display throughout the entire Whitney M. Young, Jr. family of health services.

- The Troy Health Center, the newest addition to the Whitney Young family, offers:
- Primary medical care for all ages from newborns to seniors
 - Women's health services including midwifery
 - Social work services
 - Community outreach services
 - Office-based laboratory services

These services are provided under the guidance of a Board Certified/Eligible Physician specializing in family medicine, Certified Nurse Midwife, Nurse Practitioner, Registered Nurse/Operations Manager, Licensed Practical Nurses and a Licensed Master Social Worker.

Our providers work collaboratively with other health care providers and organizations in the local community to ensure that you receive the care that you need.

The Troy Health Center is open to all patients, regardless of income or insurance status, race, religion, gender, sexual orientation, or cultural background.

We accept self-pay patients and many types of insurance, including Medicare, Medicaid, Family Health Plus, Child Health Plus, CDPHP, MVP, Empire Blue Cross Blue Shield, Blue Shield of NENY and GHI.

HOURS OF OPERATION
 Mon., Tues. and Wed. – 8:30 AM to 5:30 PM
 Thursday – 8:30 AM to 6 PM
 Friday – 8:30 AM to 5 PM

The Troy Health Center is conveniently located along CDTA bus routes 80 (Albion-Fifth Ave.) and 85 (Troy-Waterford).

For more information, or to schedule an appointment at the Troy Health Center, please call 518/833-6900.



Troy Health Center and Albany Health Center Services
 Prenatal Services
 Women's Health including midwifery
 Child and Adolescent Health
 Adult and Family Medicine
 Social Work
 On-site Laboratory Services

Albany Health Center Services Only
 HIV/AIDS Primary Care and Support Services
 Pediatric and Family Dentistry
 Optometry
 Podiatry
 Psychiatry
 Case Management
 Travel Immunizations
 Nutrition Counseling
 Immigration Medicine
 Pharmacy
 Family Alcoholism and Chemical Dependency
 Treatment Services (FACTS)
 Methadone Maintenance Treatment Program (MMTP)
 Health Education and Screenings
 Training for: medical/dental residents and medical, nursing, social work and public health students
 Translation Services
 Transportation

Organizational Accreditation and Licensures
 New York State Department of Health (NYSDOH)
 Joint Commission on Accreditation of Healthcare Organizations (JCAHO)
 New York State Department of Health AIDS Institute
 New York State Office on Alcoholism and Substance Abuse Services (OASAS)

GET Well!



insurances and offers a sliding scale discount for self-pay patients.

Our Health Center partners with you to be healthy and stay healthy. Our health care professionals provide innovative care for all ages—from the youngest to the oldest.

HOURS OF OPERATION
 Mon., Tues. and Wed. – 8:30 AM to 5:30 PM
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The Troy Health Center is conveniently located along CDTA bus routes 80 (Albion-Fifth Ave.) and 85 (Troy-Waterford).

Get Well Card Inserted in Daily Paper



Get Well!
 with Whitney Young!
 Call today to schedule your appointment
518/833-6900

Whitney M. Young, Jr. HEALTH SERVICES
 Innovative Community Health Care
 6-102nd Street | Troy, NY 12180



GET Well!

OPENS JULY 5th!

At Whitney M. Young, Jr. Health Services' new Troy Health Center you can receive **primary health care** regardless of your income.

The Troy Health Center accepts **all kinds of insurances** and offers a **sliding scale discount** for self-pay patients.

Our Health Center partners with you to **be healthy and stay healthy**.

Our health care professionals provide **innovative care for all ages**—from the youngest to the oldest.

Get Well! with Whitney Young!
 Call today for more information
518/833-6900

Whitney M. Young, Jr. HEALTH SERVICES
 Innovative Community Health Care
 6-102nd Street | Troy, NY 12180

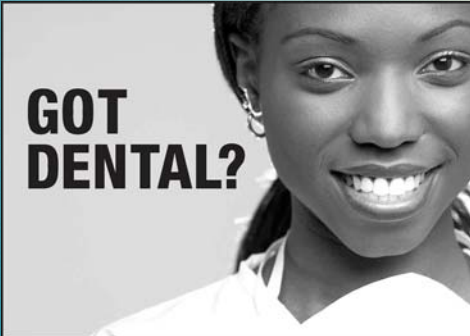
Newspaper Ad

message • strategy • results

COMMUNICATION SERVICES
 SINCE 1984

Bringing Dental Services To Troy

- Combination of print, outdoor advertising and TV




GOT DENTAL?


Whitney Young's dental practice on Hoosick Street has relocated to our Troy Health Center.

SERVICES CONVENIENTLY PROVIDED UNDER ONE ROOF.
 Primary Medical Care for all ages
 Family Dentistry | Social Work Services
HABLAMOS ESPAÑOL

CDPHP, Fidelis, GHI, WellCare, Medicaid, Medicare and other participating insurances accepted; sliding fee scale for the uninsured.
 Free off-street parking.
 Bus Routes #80 and #85 stop outside our door.

Call 518-833-6900 or visit www.wmyhealth.org

 Whitney M. Young Jr. HEALTH SERVICES
Troy Health Center
6-102nd Street, North Troy
Corner of 2nd Avenue




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Whitney Young's dental practice on Hoosick Street has relocated to our Troy Health Center.

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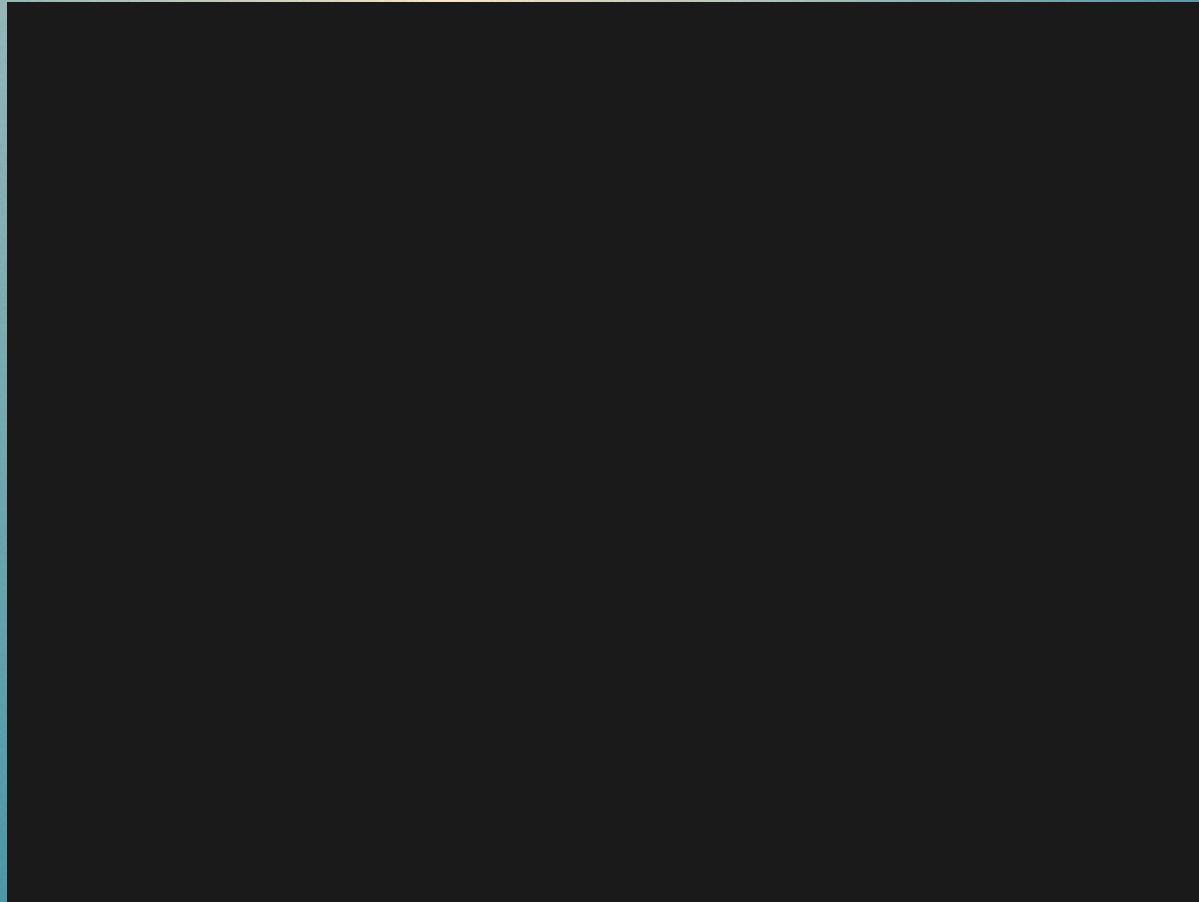
 Whitney M. Young Jr. HEALTH SERVICES
Troy Health Center
6-102nd Street, North Troy
Corner of 2nd Avenue

Newspaper Ads

Bringing Dental Services To Troy



Bringing Dental Services To Troy



TV Spot

What is Multi-Cultural Marketing?

- A comprehensive approach to conveying your health center's message to your targeted non-traditional audience using methods that speak directly to that audience

Who are the audiences?

- African-American community
- Latino/Hispanic community
- Asian-American community
- Native American community
- Women
- Disabled
- Lesbian/Gay/Bisexual/Transgender community
- Communities that do not define themselves by straight white male standards

Is there a difference?

- Use the same techniques
- Use the same strategies
- Use culturally specific images, colors, themes, words
- Cultural competence in marketing as well as in service delivery

How to begin.

- Focus Group
 - Find out what is important to the specific communities
 - Find out what images, what messages they respond best to
 - Have staff and leaders from targeted communities take part
 - Test ideas and approaches you may have already developed

Multi-cultural Branding Process

- Take the information from focus group and begin to develop culturally specific brand identity for program and services
 - Take the time to plan and do it right
 - Get consensus on approach from within organization
 - Sell it to your employees first—they are the front line of your marketing efforts. Make sure they are culturally competent as well.
 - Execute campaigns
 - Know what your competition is doing

Understand the Demographic

- Race
- Religion
- Income
- Family Structure
- Age
- Sex
- Sexual Orientation
- Health status
- Consumer attitudes
- Cultural attitudes towards sexual violence
- Importance of family
- Cultural attitudes on sex roles

2000 Stats

- New York State
 - Pop: 18,976,457
 - Women: 51.8%
 - White: 67.9%
 - African-Amer: 15.9%
 - Asian: 5.5%
 - Hispanic: 15.1%
 - Disabled: 3,606,147
- United States
 - Pop: 281,421,906
 - Women: 50.9%
 - White: 75.1%
 - African-Amer: 12.3%
 - Asian: 3.6%
 - Hispanic: 12.5%
 - Disabled: 49,746,248

2000 Stats

- New York State
 - Language other than English at home: 28%
 - HS Grads: 79.1%
 - College/Adv: 27.4%
 - Homeowners: 53%
 - Median Household income: \$43,393
- United States
 - Language other than English at home: 17.9%
 - HS Grads: 80.4
 - College/Adv: 24.4%
 - Homeowners: 66.2%
 - Median Household Income: \$41,994

Median Household Income from 1999

Research what works.

- What colors are appropriate for each culture
- What icons have specific meanings
- What images will bring an emotional response
- What typefaces will draw in the target audience
- Focus on emotional branding

Some basic MCM guidelines

- Use culturally appropriate photos—people like to see themselves in marketing materials
- Use emotional branding. Speak to people's aspirations—where they want to be, not necessarily where they are.
- If you translate, make sure its culturally appropriate.

Conclusion

- When marketing, keep the notion of a patient-centered primary care home at the top of your mind
- Integrate it into your center's language, both internally and externally
- Put "primary care" into your marketing