

# MEDICAL CITY ALLIANCE

## Case Study



During construction of its new hospital in North Texas, Medical Alliance Center tapped Murnahan Public Relations to generate awareness of the project through a community outreach campaign. The new hospital — a 56-bed facility with a large OB/GYN, Labor and Delivery service and the area's first cath lab — was built to connect with a free-standing ER that had been built just a couple years earlier.



### The Challenge

Choosing a hospital is a decision that families take extremely seriously. As a result, Murnahan PR identified its challenge as not only generating awareness of the hospital's construction, but also helping the hospital establish credibility.

Although proximity is not the only consideration when it comes to choosing a hospital, we knew this would still be a major selling point. And so, we needed to find a way to stick our message that community members would no longer need to hop on the freeway to have their healthcare needs addressed; that there would soon be a brand-new, full-service hospital located right in their neighborhood.

### The Solution

Murnahan PR launched a full scale community outreach campaign touting the scope of its services and the caliber of its medical staff. We accomplished this through a variety of traditional and digital PR tactics, including:

- Service Related Videos
- Speakers Bureau
- Community Sponsorships
- Employee Events
- Hospital Tours
- Pre-Launch Events
- Social Media
- Website Construction Updates

We even engaged the youngest members of our community through a construction coloring book, which was emblematic of our creative approach to reaching individuals across all age brackets.

With the help of Murnahan PR, Medical Center Alliance quickly became a household name in its growing service area of 250,000 residents (and counting). Among its initial-year accomplishments, the hospital delivered 500 babies, including multiple sets of twins, and earned the trust of countless additional community members.

Brian is a valuable resource to our marketing efforts here at Medical Center Alliance. He has worked to help grow awareness in our local community by identifying community events and sponsorships, attending several events on our behalf and working with contacts to not only identify opportunities, but maximize the benefit for the hospital. He is creative, dependable, friendly and professional. I would recommend Brian to any organization looking to expand their community or public relations efforts.

— Matt Eiserloh, Director of Community and Public Relations, Medical City Alliance (HCA Healthcare).