

News

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Date: November 1, 2007

The Strategy Group Launches Blueprint™, Comprehensive New Program to Build Support and Generate Business for New Facility Construction and Expansion Projects

Washington, D.C. -- The Strategy Group announced today the rollout of Blueprint™, a unique program to support the coalition building, marketing, business development and communications needs of major construction, renovation, expansion and modernization projects for health systems and hospitals.

“Healthcare executives and marketers face a wide range of complex issues when undertaking a new construction or expansion plan,” said Karen Corrigan, Chief Executive Officer of The Strategy Group. “Gaining community and regulatory support, engaging and aligning employees and physicians, cultivating referrals and new sources of business, are but a few of the multitude of strategies, initiatives and tasks required to successfully plan for and launch a new hospital, ambulatory care campus, or facility expansion plan.”

“In the same way that organizations develop an architectural blueprint to guide development of the physical plant, they also need a strategy in place to build support and generate demand for the new and expanded facilities from the earliest point of project inception,” said Corrigan. “Blueprint is designed to fast-track an organization’s new construction marketing and communications efforts through consultation to develop a comprehensive strategy and master communications plan supported by step-by-step tactics and customizable tools.”

Blueprint provides hospitals and health systems with:

- Customizable strategies addressing constituency building, marketing, communications, physician referral development and business building initiatives over the multiple phases of major building projects – from pre-construction planning to groundbreaking to grand opening.

(more)

- Templates, workbooks and tools to support creation of a master communications plan targeting key audiences including:
 - Health system employees
 - Patients and family members
 - Attending and referring physicians and office staffs
 - Major employers, community, legislative and government leaders
 - Suppliers and vendors
 - Board members, trustees and volunteer
 - Health plans
 - News media
- Event coordination ideas and tools to quickly implement successful community forums, press conferences, groundbreaking ceremonies, topping out, grand opening, other celebration milestones
- Internet-based updates and resources including list serves, blogs and a monthly e-News to help stimulate ideas based on the experience of other professionals involved in new construction marketing and communications projects
- Customizable creative and key messaging for ads, flyers, direct mail, web pages, newsletters and other collateral support materials
- “New Construction Marketing Best Practices” insights and ideas from other successful health system facility projects
- Ongoing coaching and support to leverage existing resources and accelerate execution of marketing, communications planning and business building activities to meet project goals

Blueprint was created and is supported by The Strategy Group, a management consultancy specializing in competitive strategy in the health industry. The firm’s consultants have successfully supported the development and opening of more than \$2 billion worth of new construction and expansion projects nationwide.

Health executives interested in learning more about Blueprint should contact The Strategy Group at (757) 640-8515 or blueprint@thestategygroup.com.

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The Strategy Group™ is a management consultancy specializing in competitive market strategy in the health industry. The Strategy Group strategists provide expert counsel on long range vision and strategic direction, competitive positioning, brand-driven growth, business development and strategic marketing. The firm’s Innovator’s Studio™ is a living laboratory that engages health industry leaders in leading edge research and innovation to bring revolutionary ideas to market. Visit us on our website at www.thestategygroup.com.