

# planner profiles

# medical-hospitals

*in 2013 there are 30 medical-hospital sponsors*

*"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."*

*Laura Lake, Branding Basics*

The essential elements of successful marketing are **branding, visibility and shelf life**. Town Planner provides these vital marketing ingredients in a program that is attractive, affordable and effective.

**Branding.** The first stage of branding is the point at which your name and reputation begins to become imprinted in the public's mind. Achieving top of mind awareness means consumers will think of your business first, instead of your competitors. A daily presence in front of local residents will more quickly build your "personal identity" in the community.

**Visibility and Shelf Life.** Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community information that the families in your market want. Surveys by independent marketing research firms, such as Vera-Fast, show that on average better than 2 out of 3 families that receive a Town Planner Calendar hang it up in their homes and use it on a regular basis all year long.

Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also come to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.



See The 2013 Ad Samples Book For Additional Ads

Sponsor since 2005

WE DON'T JUST FOCUS ON  
YOUR WEIGHT.



WE FOCUS ON YOUR LIFE.

Free weight loss seminars monthly.  
Call 855-TIME-4-ME.

 Raritan Bay Medical Center  
Institute for Weight Loss  
www.rbmc.org

Sponsor since 2012

Ultimate Healing  
Environment.

- 24/7 emergency care
- Inpatient and outpatient services
- Minimally invasive, robot-assisted and traditional surgical options
- Located near I-271 and Harvard Road in Beachwood

 **University Hospitals**  
Ahuja Medical Center  
216-593-5888  
UHAhuja.org

Sponsor since 2000

 **Cleveland Clinic**

**Chagrin Falls  
Family Health Center**

551 E. Washington St.,  
Chagrin Falls

**Same Day Appointments**  
Available: 440.893.9393

**TOWN PLANNER®**  
Your Community Calendar™

*...we put you on display, everyday!*

2013 Sponsor	Publisher	Advertiser Since
Memorial Hospital	MOROS	1997
Christian Hospital	MOROS	1998
Cleveland Clinic Family Health	OHCAS	2000
South Pointe Hospital	OHCAS	2000
EMH Regional Healthcare System	OHCOF	2001
Raritan Bay Medical Center	NJSCH	2005
Western Maryland Health Systems	MDNEL	2005
Community Westview Hospital	INHES	2006
Garrett County Memorial Hospital	MDNEL	2006
IU Health Morgan Hospital	INHES	2008
Iberia Medical Center	LAPLR	2009
Elk Grove Urgent Care	CACAR	2010
University Hospitals (Richmond Hts.)	OHCAS	2010
Life Care Center of Acton	MAWIN	2011
Life Care Center of Nashoba Valley	MAWIN	2011
McLaren Regional Medical	MIGOR	2011
Potomac Valley Hospital	MDNEL	2011
Sacramento Urgent Care	CACAR	2011
Tri-County Medical Associates	MADRU	2011
University Hospitals	OHSIE	2011
Catholic Medical Center	NHSPE	2012
Huron Valley-Sinai Hospital	MIGOR	2012
University Hospitals (Ambulatory)	OHCAS	2012
University Hospitals Ahuja Medical	OHCAS	2012
University Hospitals Health Systems	OHSIE	2012
Cleveland Clinic	OHCAS	2013
Desert Foothills Medical Center	AZLAB	2013
Shaker Urgent Care	PAFIO	2013
Summa Western Reserve	OHLUB	2013
Turnure Medical Urgent Care	CALUN	2013

Sponsor since 2010



**URGENT CARE**

**NO APPOINTMENT NEEDED**

**OPEN 7 DAYS**  
**9am to 9pm**

**Illness**  
**Injury**  
**Physicals**

9045 Bruceville Road  
Ste 100 • Elk Grove

**479-9110**  
elkgrove-urgentcare.com  
Open 9am-9pm 365 Days A Year  
Cash Discounts. Most Insurance Accepted

**Affordable, Walk-In Clinic**



"This is our first year with the Town Planner and we are extremely pleased with the results! Since the ad came out in the calendar, our business has increased about 20%."

I like the coupons and the large spaces to document with the events. We like the fact that we are part of this community project, and have secured our renewal for 2012."

**Beverly Chapel, Office Manager**  
**Elk Grove Urgent Care**

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2005




**Western Maryland Health System**  
Superior care, surprisingly close



**Main Number: 240-964-7000**

A complete list of phone numbers, campus map, list of medical services, a virtual tour and more is available on our website:  
[www.wmhs.com](http://www.wmhs.com)

Sponsor since 2009



**Iberia**  
MEDICAL CENTER

*Serving our community  
for over 50 Years  
1960-2013*

**See Our Hospital Directory  
On The Inside Back Cover**

"As the marketing coordinator of Iberia Medical Center, I have worked with representatives for the Town Planner for the past five years...."

The product sells itself, and I have had comments from customers and from our own employees on how they value the planner and look forward to receiving it each year...

I assure you that Iberia Medical Center will be a loyal supporter and customer of the New Iberia Town Planner.

**Ellen Switzer**  
**Marketing Coordinator**  
**Iberia Medical Center**

**TOWN PLANNER®**  
Your Community Calendar™

... the best location for your ad