

# MHT

## MAGAZINE

.COM

### WHAT'S INSIDE



*Excelsa Health addresses the need for orthopedic care in their service area.*

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*Citizens Memorial Healthcare hosts event honoring Hospice patients and raising money to support the needs of future patients and their families.*

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*The South Carolina Hospital Association's campaign kicks-off their grassroot's program encouraging hospital employees to participate.*

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**and much more...**



### BLUE RIBBON CAMPAIGN

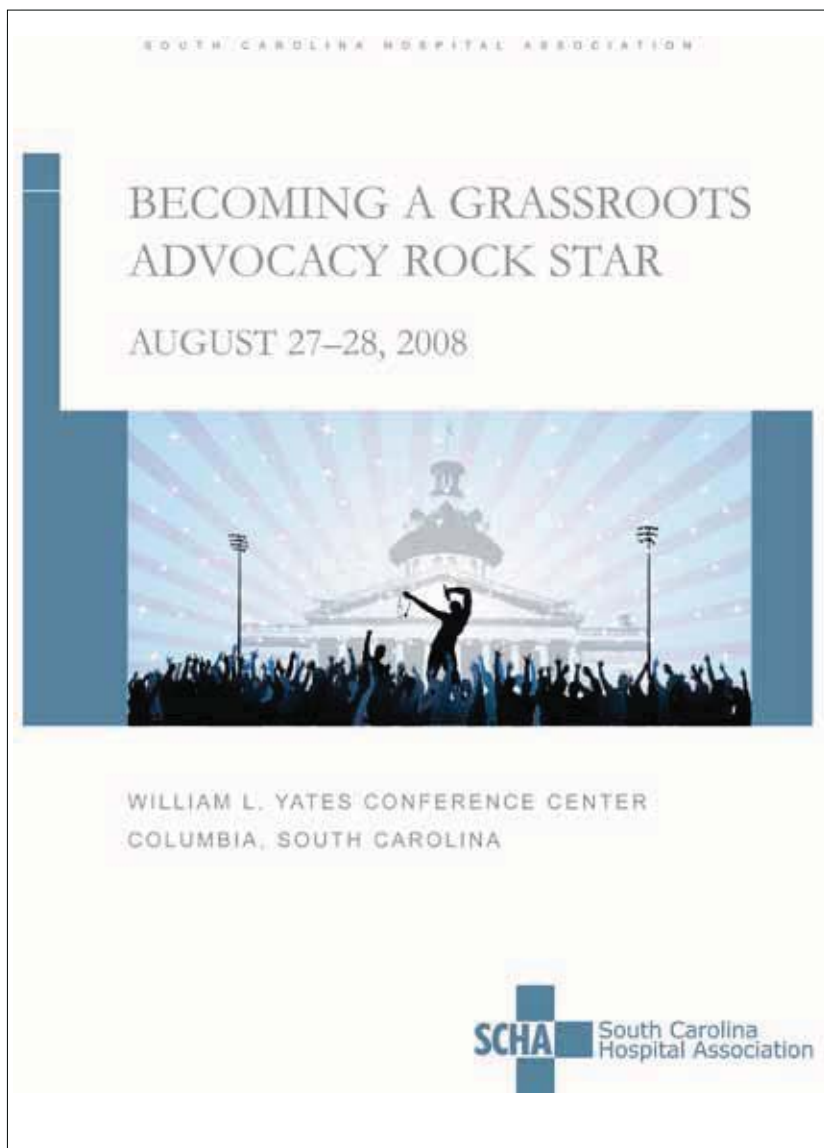
**Prairie Heart Institute of Illinois & bvk**

One of the Judges' Choice winners from the 2009 CardioVascular Advertising Awards competition

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# BECOME A ROCK STAR...

## A GRASSROOTS ADVOCACY EVENT



Founded in 1921, the South Carolina Hospital Association (SCHA), is the leadership organization and principal advocate for South Carolina's hospitals and health care systems. Based in Columbia, the association is comprised of nearly 100 healthcare facilities and some 700 individual members.

SCHA began as a small group of dedicated physicians and hospital leaders with one simple, yet critical need: to improve healthcare in South Carolina. Today, the association also works with its members to improve access and quality of healthcare, strengthening the trauma system, improving care options for mentally ill persons, ensuring an adequate supply of health care workers, and working with state agencies and hospitals to prepare for disasters, from hurricanes to pandemic flu outbreaks to potential terrorist attacks.



ORGANIZATION INFORMATION	TARGET AUDIENCE	MEDIA USED	
SOUTH CAROLINA HOSPITAL ASSOCIATION CONTACTS: Elizabeth Burt 1000 Center Point Rd Columbia, SC 29210 Phone: (803) 744-3541	All hospital employees	Brochures, Posters and Web Site / Banner Ads	

This campaign was designed to kick-off SCHA's grassroots program and encourage hospital employees to participate. The "rock star" theme was conceived and implemented by an internal team of staff members, led by Elizabeth Burt, director of federal and member advocacy for SCHA. The collateral materials supporting the campaign were designed by Karen Powell, SCHA's graphic arts and media director.

Several speakers at the event encouraged and informed participants how to make their voices heard. A complete press kit was assembled for the key contact at each member hospital as an invitation to the event. This kit included a poster, an "all access" pass, gold album and guitar picks.

SCHA also reached many of their hospitals through their weekly newsletter to member hospital staff and administration. The SCHA started with more than 50 individuals signing on to be rock stars. To date, they have recruited over 2300 advocates who are making their voices heard on important health care issues.



**BECOME A GRASSROOTS ADVOCACY ROCK STAR**  
**THE ROCK STAR EVENT OF THE YEAR!**

**AUGUST 27-28, 2008**  
 WILLIAM L. YATES CONFERENCE CENTER  
 COLUMBIA, SC

Sponsored by:  


**FEATURING:**  
**Amy Showalter**  
 grassroots & PAC productivity expert  
**Andy Brack**  
 publisher of Statehouse Report  
**Neill Cameron**  
 marketing, advertising & communications expert

**Don't miss out!**  
 Learn how to  
 make your  
 voice heard!

Your ticket to this exciting program  
 can be purchased at  
<http://www.schanew.org/grassroots>

**QUESTIONS???**  
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