



## GRAND OPENING CASE STUDY

# Broward Health Coral Springs' New \$65 Million Patient Tower

### The Objectives

To promote the grand opening and expansion of Broward Health's new \$65 million Patient Tower at Broward Health Coral Springs (BHCS) for maternity, neonatal and surgical patients.

### The Work

In conjunction with the hospital's marketing team, EvClay assisted in securing media coverage for the official ribbon-cutting ceremony for the opening of BHCS's new four-story Patient Tower following a two-year, \$65 million expansion.

The firm assisted with updated images and renderings and talking points to market its new image campaign, including various upgrades and renovations. EvClay drafted press materials, helped with media kits and contacted the media prior to the opening to generate interest. EvClay also helped coordinate a roundtable and breakfast with BHCS's CEO and physicians as well as organized media tours of the new facility. In addition, the firm supervised media interviews and handled the post coverage for the facilities. The firm coordinated media placements for the hospital's physicians and staff to maintain ongoing interest and alerted the media of new services and technology. The firm also monitored national stories, trends, and journal studies to identify and coordinate media opportunities.

### Final Results

EvClay was successful in securing television and print coverage in English and Spanish. These effective media placements required daily follow ups and updates. In 2018, the firm found newsrooms short staffed which made it more challenging to attract media to commit, attend and cover an event. EvClay worked with many by sharing up-to-date information, pictures and live streams of the ribbon-cutting event for coverage.