

CARONDELET HEALTH NETWORK

Publicity to Announce a New Neurological Institute

SITUATION: The Caliber Group was called to assist with Carondelet Health Network's (CHN) announcement of a \$30 million Neurological Institute at St. Joseph's Hospital, one component of the hospital's \$80 million expansion project.

SOLUTION: Caliber worked with CHN's marketing staff on developing a morning news conference to announce the Neurological Institute. The news conference was to highlight Tucson's commitment to increasing medical care, rather than sending patients to other cities and states.

RESULTS: More than 80 people attended the event, including prominent CHN management and media representatives. 80% of the local print media were in attendance. Local broadcast media covered the news conference as well, with their focus on the positive role Carondelet Health Network will play in Tucson's medical field for years to come.

