

HEALTHCARE

STRATEGY • CREATIVE • FACILIATION





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FOREWORD

The foundation of all business transactions is trust.

From raw material producers to consumers of finished goods and services, each depends upon the word of the other to achieve the ultimate goal — sales. Successful marketing aims to establish that trust, nurture its confidence, and maintain the loyalty it spawns.

At Mllc, we help our clients accomplish these goals by offering services that enhance their efforts to be heard and believed. But before we can begin to assist them in selling, we, too, must be accepted. We trust that what follows demonstrates our good faith and success in extending our clients' marketing efforts.

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LEE GORMAN 401.996.4706



MLlc is a group of independent communications professionals established by Lee Gorman. We offer a matrix of advertising, design, branding, trade show design/management, research, and web solutions. Our results-oriented strategies and outstanding creative work have earned us respect amongst our clients and competitors alike. Whether business-to-business or business-to-consumer, our knowledge of regional, national, and international markets provides the guidance you need to compete.

L earn the business

Our work starts with questions.
Lots of questions. Such as
Do you know your true customer?
Who is the target audience?
What are your company's marketing objectives?
What are the benefits of your product?
What is unique about your product?
What is your competition doing?

E stablish a dialogue

Often the right answers are hard to find. So we dig in. Talk to you, your customers, your sales people, editors and media representatives.
Once we've gotten to know each other, we put our recommendations in **writing** so you can sit down and mull them over. Then we **listen** to your responses . . .
"We're going to expand into other markets."
"A new competitor has entered the field."
"We're going to introduce a new product."
When this happens, we revise our plan and resubmit it for your review.

We keep at it until **it works.**

By studying your products' strengths, evaluating industry trends, and analyzing the competition, we design and write to create the conceptual bridge that connects you to your customer.

H eathcare Experience

- APM
- BROWN NEUROSURGERY FOUNDATION
- COOKSON AMERICA
- CROWN OPTICAL
- CAPE COD HEALTHCARE
- DOCTOR HEALTH SYSTEM

- HEALTHMATE
- LAURELMEAD
- PAINMASTER
- PROVIDENCE CENTER

- PROVIDENCE OPTICAL
- SEIKAGAKU AMERICA
- SOUNDOWN
- WESTERLY HOSPITAL

 Companies directly to consumers

 Companies sell to businesses

 Companies sell to businesses and consumers

IN•FORM•A•TIVE

With over 25 years experience in marketing communications, we know how to get the answers and get results. We listen and study your marketplace, and most important we listen to you, and help you determine the correct channels.

Senior Services



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ase studies / HEALTHCARE

Client: Brown Neurosurgery Foundation

The following case studies demonstrate our unique way of thinking. A solid rate of return using sound marketing principles in new ways and directions for the benefit of our clients was our objective.



NEUROSURGERY FOUNDATION

Volume One Number One

PATHWAYS

Building on Excellence

Training the Next Generation

Since 1985, the Neurosurgery Foundation has been training the next generation of neurosurgeons. As faculty members at The Warren Alpert Medical School of Brown University, our physicians conduct research and train residents. As medical school faculty, our team is required to be at the forefront of innovation, utilizing new treatment protocols and advanced surgical techniques.

The residency program exposes young doctors to the full spectrum of neurologic conditions and neurosurgical techniques. The residents receive a complete educational experience with hands-on training, under the supervision of experienced surgeons. Because Brown University has seven affiliated hospitals, residents gain critical-care experience in the Intensive Neurosurgical Care Unit, the Trauma Intensive Care Unit, the Pediatric Intensive Care Unit and the Surgical Intensive Care Unit.

Only exceptional residents are accepted into this training program after a rigorous application process. Residents train in the operative and non-operative evaluation, treatment, and rehabilitation of patients with disorders of the nervous system. After completing the residency program, many go for further specialty training in a fellowship program. Others go directly into practice as general neurosurgeons.

From the Chairman

Welcome to the first edition of Pathways, the newsletter of the Neurosurgery Foundation. We are a group of physicians specializing in neurosurgery and neuro-oncology. We are also faculty members at The Warren Alpert Medical School of Brown University. Through our association with Brown University, we conduct research and train neurosurgery residents, the next generation of top physicians.

Through all of this work, our main focus is on our patients. We bring an entire team to bear on your diagnosis and treatment. Physicians from many disciplines, including neurology, oncology, orthopedics, radiology and more, whatever your condition requires – we have it here at Rhode Island Hospital.

We hope you find this information useful. In this edition, you'll find many ways you can contact us for assistance.

G. Reed Coogren, MD, FRCS
President and Chairman
Neurosurgery Foundation

The Human Body is a Complex Machine

And the nervous system is the complex network that runs it. At the Neurosurgery Foundation, our focus is diagnosing and treating disorders of the nervous system – the brain, spine, spinal cord and nerves, covering all subspecialties within neurosurgery. We provide comprehensive clinical care, while utilizing the most advanced surgical techniques and expertise... never losing sight of the physical and emotional toll of illness.

We choose from the whole person, not just the parts... because human beings are not robots.

G. Reed Coogren, MD, FRCS
President and Chairman
Neurosurgery Foundation

A Multi-specialty Neurosurgery Group Dedicated to Excellence in Patient Care

55 Chocklett Street, Suite 200, Providence, Rhode Island 02903 • Tel: 401.455.1700 Fax: 401.455.1292 • www.browneurosurgey.com

The Brown Neurosurgery Foundation originally asked Mllc Lee Gorman to create and develop a new corporate branding program for the foundation. Lee Gorman and his team immediately went to research mode, sitting down with the 12 doctors who made up the Neurosurgery team.

Following a comprehensive investigation into the department and a national search into other Neurosurgery groups, Lee Gorman presented a corporate identity plan. This plan not only introduced a new logo but also initiated a corporate advertising and public relations recognition campaign targeting other medical groups, ensuring a thorough and well-informed approach.

Once this was achieved to the foundation's satisfaction, Mllc promoted the group to other doctors and medical professionals through advertising and social media.

Work included:

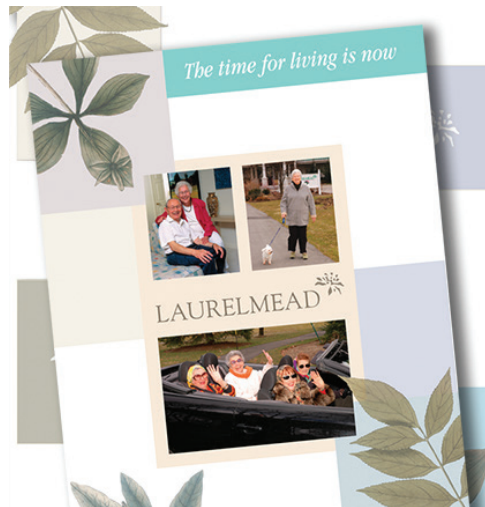
- Strategy
- Creative Direction
- Advertising
- Graphic Design
- Copy/Content Writing
- Computer Production
- Media Relations
- Art Direction
- Web Design



Laurelmead is not just another retirement community. Nestled in a beautiful, independent living facility in a quiet and secluded wooded setting, it offers a unique living experience. Conveniently located just ten minutes from downtown Providence, Laurelmead's previous advertising campaign did not effectively communicate these unique selling points that set it apart from other retirement communities in Rhode Island.

Lee developed an advertising campaign based on nostalgia designed to appeal to older prospective purchasers and their grown children. The campaign runs in (italics) the Providence Journal, the (italics) Brown Alumni Magazine, community newspapers around the state, and theater programs for the Rhode Island Symphony and Trinity Repertory Company.

Strategy
Advertising
Media Placement
Graphic Design
Computer Production
Photography
Art Direction



Actual childhood photos of current residents are used with the theme, "Meet your new neighbor."

In less than six months, Laurelmead has achieved significant milestones. The occupancy rate for its apartments has surged to 99-plus percent, and the community's "Priority Club" is witnessing rapid growth. This active group of prospective residents, who enjoy some Laurelmead privileges while they await a vacancy, is a clear indicator of the success of the advertising campaign. The Laurelmead staff has been overwhelmed with positive comments about the advertising from both residents and prospective residents, further reinforcing its success.





Work included:
 Strategy
 Graphic Design
 Copy/Content Writing
 Computer Production
 Photography

75th Anniversary Celebration

Westerly Hospital's Public Relations department entrusted Mllc with a unique task-to create an anniversary mural that would narrate the chronological history of the hospital. The goal was to use this mural as a tool to both entertain and educate the staff, patients, and citizens of the Town of Westerly. Countless hours were dedicated to researching and exploring the hospital's significant moments and their impact on the community. The final product, a mural over 25 feet long, now proudly adorns the hospital's main lobby.

The Graphics created by Lee Gorman continued to promote the seventy-fifth anniversary through brochures, invites, and advertising.



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Client: Cape Cod Healthcare

Cape Cod Healthcare selected Lee Gorman and his group to work with the executive board to develop the first annual capabilities report for the entire healthcare organization. Based on the success of the project, Lee and his staff reviewed the Patient's experience with the two leading hospitals in the cape. They developed a Patient experience program directed to the management, doctors, and all health personnel regardless of position held. This included in-depth one-to-one.

The program's development involved a meticulous process, including in-depth one-to-one surveys. These surveys were instrumental in gauging the full extent of healthcare workers' commitment to patient care, providing valuable insights for the program's design and implementation.



Work included:

- Strategy
- Research
- Graphic Design
- Copy/Content Writing
- Computer Production
- Photography
- Art Direction



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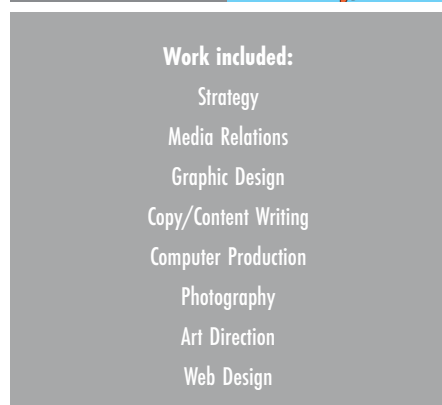
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Client: Providence Optical

Providence Optical is a branch of The Brown Vision Center that offers unique eye frames from all over the world, as well as classic and retro frames. Doctors are on site to provide lenses and contacts for the public.

Providence Optical entrusted Lee Gorman with the task of developing a comprehensive marketing plan. This plan aimed to rebrand the unique eye care store and set it apart from the everyday mall stores, a challenge that Gorman was more than ready to tackle.

The journey began with a chic, upscale advertising campaign for the grand opening, a move that immediately caught the attention of the audience. Gorman's efforts continued with a revamp of their online presence, further enhancing their visibility. The promotion of the store owner and manager, an artist and designer of frames and shoes, added a unique European flair to the store, making her an influencer of eyewear design not only in America but also in Europe.





Clients who I have worked with in the Healthcare Industry

- APM
- BROWN NEUROSURGERY FOUNDATION
- COOKSON AMERICA
- CROWN OPTICAL
- CAPE COD HEALTHCARE
- DOCTOR HEALTH SYSTEM
- HEALTHMATE
- LAURELMEAD
- PAINMASTER
- PROVIDENCE CENTER
- PROVIDENCE OPTICAL
- SEIKAGAKU AMERICA
- SOUNDOWN



CAPE COD HEALTHCARE

PROVIDENCE
OPTICAL

LAURELMEAD



The Providence Center
Early Childhood Institute





Conceptual Thinking

Research (Cluedin)

Development

Strategy

Creative

Facilitation

Task Completion

Establishing a client relationship based on mutual trust and respect requires good judgment. The responsibility of representing both the agency's and client's interests is not an easy one. It demands excellent communication skills, diplomacy, and a sense of humor. Most of all, it demands good judgment.

Our commitment to your success is unwavering. We stay current with your market, recognize trends, identify opportunities, and recommend courses of action. We supervise and coordinate programs and projects, and evaluate results. In short, we work with you and for you, every step of the way.

Strategic Thinking

Research (Cluedin)

Creative

Concept Development

Content / Copywriting

Graphic Design:

Annual Reports

Capability Brochures

Corporate Identity Programs

Direct Mail

Logos

Posters

Catalogs

Product/Technical Data Sheets

Point of Purchase

Trade Show Booth Design

Interactive Media:

Web Sites

Internet Marketing

Social Media

AR/VR

Radio Production

TV/Video Production

Promotions

Event Planning

Trade Show Management

I created Mllc, an association of independent creative thinkers from various marketing disciplines: advertising, design, Research, social media, web marketing, etc. I enjoy networking with many top professionals in the marketing and creative industry.

THANK YOU

lee gorman



STRATEGIC THINKING CREATIVE DIRECTION
BEYOND BRANDING SOCIAL RESPONSIBILITY



HEALTHCARE



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BEYOND BRANDING SOCIAL RESPONSIBILITY