

the design channel, llc

news release

5420 wisconsin avenue
chevy chase, md 20815
p 301.951.9195
f 301.951.9197

For Immediate Release

Contact: David Franek
301-951-9195

Johns Hopkins Medicine Prescribes Campaign to Spur New Patient Appointments in DC Area

The Design Channel appointed to create communications for primary care and specialty care services

WASHINGTON, DC, March 21, 2013 – David Franek, president and creative director of The Design Channel, announced today that the agency has been selected by Johns Hopkins Medicine to develop a marketing campaign targeting new patients in the metro Washington, DC area.

The Design Channel will provide design and copy support for print, online, outdoor, and broadcast communications to reinforce awareness of Johns Hopkins Medicine's presence throughout the national capital area and the availability of physicians to take new patients and appointments. In addition, the agency will conduct interviews with patients, physicians, Johns Hopkins Medicine executive management, and service line directors from Hopkins-affiliated community hospitals to gain insights for positioning strategy and messaging themes.

"It's a great opportunity to change perceptions in the DC area about Johns Hopkins Medicine," said Franek. "To many, when they hear 'Johns Hopkins Medicine,' they think of a Baltimore institution that mainly treats patients with rare, life-threatening conditions. However, the JHM network is well-established in locations and practices all around Washington, DC that offer outstanding primary and specialty care services."

The campaign will focus on driving patient volume in four service lines—primary care, cardiac care, spine care, and joint replacement. In addition, several access points within the JHM network will be highlighted in the campaign as well; these include Johns Hopkins Community Physicians, Sibley Memorial Hospital, and Suburban Hospital.

Johns Hopkins Medicine (www.hopkinsmedicine.org) is the governing structure for the world-renowned Johns Hopkins School of Medicine and Johns Hopkins Hospital and Health System. It is recognized as a global leader in patient care, medical research, and teaching. Today Johns Hopkins Medicine encompasses six academic and community hospitals, four suburban health care and surgery centers, more than 30 primary health care outpatient sites, and national and international patient programs.

With offices in Washington, DC and Baltimore, MD, The Design Channel (www.thedesignchannel.com) provides a full range of integrated marketing services, including branding, marketing communications and advertising, broadcast and interactive media.