



Proposal for
Wright State Physicians &
The Boonshoft School of Medicine

January 16, 2008

Turner Effect is pleased to submit a proposal for the development of a re-branding and strategic marketing plan for both the Boonshoft School of Medicine and Wright State Physicians.

Our goal will be to deliver a distinct brand for both the Boonshoft School of Medicine and Wright State Physicians, while maintaining each organization's important relationship with Wright State University. In an effort to raise an awareness among key stakeholders and advancement audiences.

In addition, we will facilitate the implementation of a strategic marketing plan for each entity. These plans will outline the framework for presenting each new brand to the community through a number of communication vehicles.

We are confident that you will find us easy to partner with because our team will bring an energy to your project and become equally vested in its success. Our role as your partner is to provide outstanding creative services and stellar project management.

To that end, Turner Effect has outlined a coordinated project management approach that moves each element quickly to decisions, gains necessary approvals and keeps all parties involved in the process and outcomes. As the Vice President of Turner Effect, I will lead this effort with participation from other staff.

Thank you for the opportunity to support the Boonshoft School of Medicine and Wright State Physicians in this effort.



Elaine Dean

Elaine Dean
Vice President

Turner Effect® 2008

project overview

Project Management

A project manager is assigned to every project supported by Turner Effect. This team member is responsible for coordinating resources, monitoring budget, capturing details and meeting deadlines. The project manager will be your main contact from initiation to completion.

Detailed Research That Produces Results

Turner Effect has extensive experience in collecting a wide-range of healthcare information. Our team will conduct research through a variety of mediums, including: personal interviews, focus groups and web surveys.

Creative Development and Strategic Messaging

The Creative team at Turner Effect will use its comprehensive research results as the foundation for developing a brand and messaging in line with research findings that resonate with target audiences.

Turner Effect will accomplish this task by staffing you with our highly-qualified messaging and copywriting staff; one that carries extensive experience in translating technical and specialized data into meaningful information.

Graphic Design and Production

The Design team at Turner Effect is composed of the brightest creative talent in the Dayton region. This team applies their award-winning design skills to client projects with a keen attention to detail, while continually confirming that your objectives remain the paramount focal point of their design.

project goals

Turner Effect will support Boonshoft School of Medicine and Wright State Physicians in a branding effort to increase their recognition among the community and other key stakeholders. Turner Effect recommends accomplishing this task by executing a series of phases in order to develop two distinct brands in a cohesive relationship to the Wright State University brand.

Phase I

1. Initial Research/ Baseline
This research will include the community opinion and awareness of the current BSOM and WSP brands.
2. Messaging Sessions
Turner Effect will conduct two messaging sessions with key stakeholders from BSOM and WSP to begin the development of core key words and themes for each organization.
3. Brand Development
Turner Effect will develop three possible brand options for both BSOM and WSP.
4. Brand Validation
Focus group studies and web surveys will be conducted with key stakeholders to determine the strongest brand for each entity.
5. *Vital Signs*
Development of a magazine template for the Spring 2008 *Vital Signs* magazine will take place.
6. Web site Usability Analysis
An evaluation of the function and presentation of the BSOM and WSP Web sites will be conducted. A revised site map will be created for each site.

Phase II

1. Final Creative for Brand Application
Turner Effect's creative team will modify and finalize the BSOM and WSP brands based on research findings and prepare them for practical application.
2. Strategic Marketing Plan
Turner Effect will develop a 12-month strategic marketing plan, including projected budgets, that will increase the recognition of BSOM and WSP.

Phase III

1. Implementation
Execute the redesign of the BSOM and WSP Web sites and work in partnership with both organization's IT departments to post two fully-functioning sites.
2. Deliver press-ready artwork for the Spring 2008 *Vital Signs* magazine.

project deliverables

Phase I

- Baseline research report and recommendations.
- Web site best practices summary and revised site map for both BSOM and WSP.
- Creative brief to drive brand development.
- Messaging platform for the BSOM and WSP brands.
- Brand validation research report and recommendations.

Phase II

- Completed brands for BSOM and WSP.
- Strategic marketing plans for BSOM and WSP.

Phase III

- Redesigned, fully-functioning Web site for BSOM.
- Redesigned, fully-functioning Web site for WSP.
- Delivery of complete artwork for the Spring 2008 *Vital Signs* magazine.

your investment

<u>Phase I</u>	\$70,750
Initial Research/ Baseline	
Messaging Session	
Brand Development	
Brand Validation	
<i>Vital Signs</i> Content and Magazine Template Development	
Web site Evaluation, Recommendations and Revised Site Maps	
<u>Phase II</u>	\$10,750
Creative Development and Finalization of Brand Application	
Strategic Marketing Plan	
<u>Phase III</u>	\$10,500
Implementation	
Press-ready Artwork for <i>Vital Signs</i> Magazine	
<u>Direct Costs</u>	\$1,800
Includes travel time, focus group support, color proofs and presentation materials.	
Total Cost: (Not including direct costs.)	\$92,000

Billing Terms:

Turner Effect will invoice the client monthly and electronically according to the following schedule:

- One payment of 30% of professional fees shall be due upon acceptance of this proposal in the amount of \$27,600.
- The balance of professional fees, \$64,400, will be billed in four equal monthly installments from February to May in the amount of \$16,100 each.
- All direct expenses will be billed as incurred but only with prior client approval.

Changes occurring to the above action items, at the client's direction, that require additional professional services in excess of 10% of the quoted professional fees set forth above, will be billed at Turner Effect's hourly rates. Turner Effect will provide client with notice prior to exceeding the professional services fee set forth above. Invoice descriptions will be provided upon request. All invoices are due upon receipt. Outstanding balances past 30 days will be charged 1.5%.

accepted

Wright State University Boonshoft School of Medicine

By: _____

Title: _____

Date: _____

Turner Effect:

By: *Lainie Dean* _____

Title: Vice President

Date: January 16, 2007

Project Points of Contact:

Lainie Dean, Vice President
Turner Effect
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Dayton Oh, 45402
937-424-9254
edean@turnereffect.com
www.turnereffect.com

your turner effect team



Lori Turner, MBA, President and CEO

Lori Turner has 23 years of experience in marketing, business development and strategic communications. She has held key marketing leadership and strategy roles with financial services, healthcare, manufacturing and engineering organizations.

She has a keen sense for what efforts will best impact business growth and has served with multiple executive teams, consulting on growth planning, market analysis and development, and identification of opportunities for operational improvements to drive increased revenue. She oversees strategic efforts and consults with a national business organization that includes many members of the Fortune 100. In her role as a trusted consultant, she evaluates the positioning of client product lines and recommends messaging and packaging strategy for greater audience impact and competitive differentiation.

Mrs. Turner holds a B.A. from The College of Mt. St. Joseph and an M.B.A. from the University of Dayton.



Elaine Dean, Vice President

A 15-year veteran of large-scale project management, Elaine Dean has extensive knowledge of marketing, strategy formulation, and business development. She has managed and executed projects for key corporate initiatives, market assessments, volume projections, new product/service launches, and qualitative/quantitative research.

Elaine has extensive experience applying traditional industry sourcing strategies to healthcare and excels at negotiating on behalf of her clients. She advocates for her projects with a matter-of-fact leadership style that wins confidence from her team and earns respect from her colleagues and clients. She managed a portfolio of a \$130 million dollars of non-clinical expenses, resulting in \$6-\$10 million dollars in savings annually. Her experience in working with the general ledger has not only led to the improvement of expense classification, but also to the establishment of performance report cards for internal departments and suppliers. In addition, she has created expertise within organizations to support competitive intelligence requests and financial performance results. Her leadership skills have been used to manage teams of professionals through the implementation of significant organizational change.

Elaine holds a Bachelors of Business Marketing and Management from the University of Cincinnati and earned a Masters of Hospital and Health Administration (MHA) from Xavier University.

your turner effect team



Christina Lowry, Senior Project Manager

Christina Lowry possess a rare combination of skills that allow her to excel in the areas of both research and execution, making her an invaluable asset for projects from initial discussions through final evaluation. She frequently performs research to inform competitive benchmarking, market analysis, program evaluation, and client satisfaction levels, and then oversees efforts to take strategic actions based on the findings.

Christina has directed research efforts (including surveys, focus groups, data collection and analysis, and mystery shopper programs) to support healthcare clients in new product/service launches, evaluation of current services, physician referral and recruiting programs, cost benchmarking, and patient population/community needs assessment. As a project manager, she has worked on hospital wayfinding, launch communications, direct mail campaigns, press coverage and media relations, and physician recruitment.

Christina earned a Bachelor of Science in Marketing from the University of Dayton.



Amber Hargett, Project Liaison

Amber Hargett plays an important dual role in her position as project liaison. She combines an innovative flair for design, for which she has won a national award for her work, with strong organizational skills to coordinate all aspects of production.

Amber earned an Associate Degree of Applied Business in Advertising Art from the School of Advertising Art.

your turner effect team



Steve Baldwin, Director, Creative and Strategic Messaging

Steve Baldwin combines a marketing mindset and an award-winning eye for design to provide strategic direction and messaging for the creative development process. Steve brings a clear understanding of what solution will bring results and his personal communication and leadership style engenders confidence in the teams in which he works. With over seventeen years of experience in advertising and marketing, Steve has developed collateral material and marketing plans for a wide variety of businesses and non-profit organizations.

Steve is currently earning his MBA from the University of Dayton to add to his Advertising Art and Marketing Undergraduate degrees.



Jesse Ranly, Art Director

Jesse Ranly provides critical creative support for projects by contributing an inspired touch with visual elements and an insightful analysis of strength of concept. Mr. Ranly approaches projects with a clear understanding of the objective of the client, the competitive landscape and an appreciation for how effective design can play an essential role in the success of every initiative.

Mr. Ranly focuses on concept development and graphic design from initial concept through final execution. He receives regular accolades from clients on the speed and accuracy in which his design team works. He oversees the creation, printing, and distribution of promotions including print, broadcast email, multimedia and website design.

Jesse holds an associate's degree in Graphic Design from Sinclair Community College, where he also currently serves as adjunct faculty.

references

"Turner Effect was the perfect partner when our organization was challenged by the overwhelming task of a hospital-wide identity change. Selected for their healthcare expertise and experience leading clients through a renaming process, they exceeded all our expectations. Turner Effect provided the strategic leadership and took the reigns where needed impeccably guiding our team. We were most impressed by their level of dedication and passion to the successful completion of our project. Our CEO described the execution of this massive undertaking as "seamless".

Linda Gregory, Director Consumer Marketing
Nationwide Children's Hospital,
Columbus, Ohio

"Turner Effect has consulted with us on numerous business development and market research projects and successfully completed many under severe time constraints. Their delivery has always occurred as agreed upon and their consistent quality of work has been great. Even though most of our key business development projects have been completed, we will continue to use the Turner Effect team when timeliness is critical and follow through is mandatory. Elaine Dean has been Turner Effect's lead consultant for us and she continues to do an excellent job!"

Richard Haas, Senior Executive Officer
Kettering Medical Center-Sycamore,
Miamisburg, Ohio

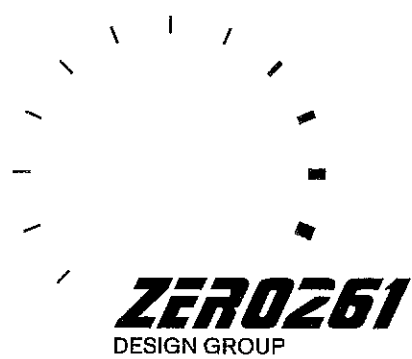
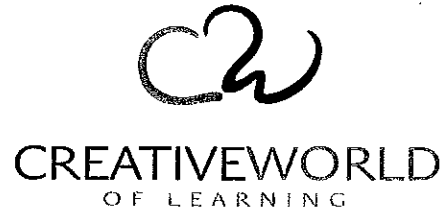
"Turner Effect has played a critical role in developing several audience-specific brands for Creative World of Childcare. What began with surveys and focus groups culminated into several highly-targeted brand identities, used for various locations. These brands were supported by print collateral and phased implementation strategies. Turner Effect's expertise has fostered a positive brand experience among our markets and has helped position us well for continued future growth."

Karen Lampe, President
Creative World of Childcare,
Huber Heights, Ohio

"Turner Effect and their high energy team were an absolutely incredible resource for the ambitious undertaking of branding our community for economic development. Using research and data analysis, they provided an objective voice to the process and supported the development of a successful brand. We are so satisfied with their performance, they are back to manage the introduction over the next year."

J.P. Nauseef, President and CEO
Dayton Development Coalition,
Dayton Region, Ohio

previous logo work



case studies



Nationwide Children's Hospital, Columbus, OH



Situation: After receiving a \$50 million grant from Nationwide Mutual Insurance Company, Columbus Children's Hospital decided to change its name to Nationwide Children's Hospital. Turner Effect was hired to plan and manage this monumental effort, which required specific strategy and implementation plans to replace every item with the hospital's name or logo — from business cards to lab coats — in just 15 months.

Services: Turner Effect conducted an exhaustive audit of all branded materials at the hospital. Weekly visits and meetings with nearly 70 departments resulted in the collection and scanning of thousands of samples into a database. Turner Effect identified five categories of branded materials: forms (appointment cards, patient information forms); clothing (lab coats, uniform wear, linens); print (business cards, brochures); promotional items (giveaways); and electronic items (Web site, security badges). The Turner team then met with several committees to determine whether items were obsolete, needed updating, or could be merged with other items. For example, 12 different

appointment cards were replaced with a single, standard appointment card. For the print category alone, 2,800 branded items were consolidated to 800.

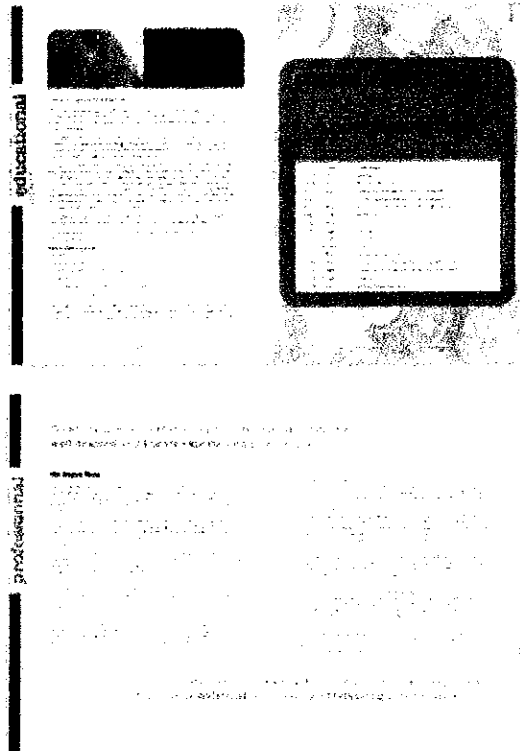
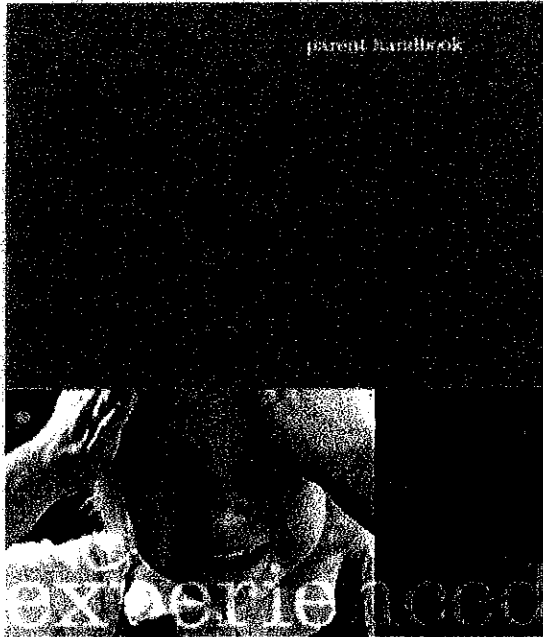
Finally, Turner Effect created re-branding implementation plans for all five categories and implemented the plan for two categories: 58 types of clothing (41 action items plus subtasks) and 2176 forms (24 action items plus subtasks). Each implementation plan included policies, best practices, and priorities for eliminating and replacing all branded items, plus recommendations for effectively communicating the change process to hospital employees.

The Turner Effect: Turner Effect applied its expertise in research, marketing, and strategic communications to plan and manage the re-branding of 4,800 items for Nationwide Children's. Because items in all five categories were streamlined during this process, and many hard-copy-only items were converted to electronic form, the hospital will soon realize the benefits of less duplication, lower production costs, and greater operational efficiencies.



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case studies



Inspire Center for Learning, Miamisburg, OH



Situation: After three decades in business, a regional, family-owned company operating seven daycare centers decided to construct a large, new, state-of-the-art childcare facility. To support the launch of the new facility, the company asked Turner Effect for a wide-ranging evaluation of current business practices and recommendations on changes at all levels to position the company for success.

Services: Turner Effect began with exhaustive research, including staff and leadership interviews, customer and prospect focus groups, demographic analysis, targeted mail and phone surveys, secret shopper evaluations of the client and key competitors, and price and service benchmarking. The results of this research led to several strong recommendations, including creation of a new name, logo, and brand; specific marketing and PR efforts; and professional training for staff members and managers.

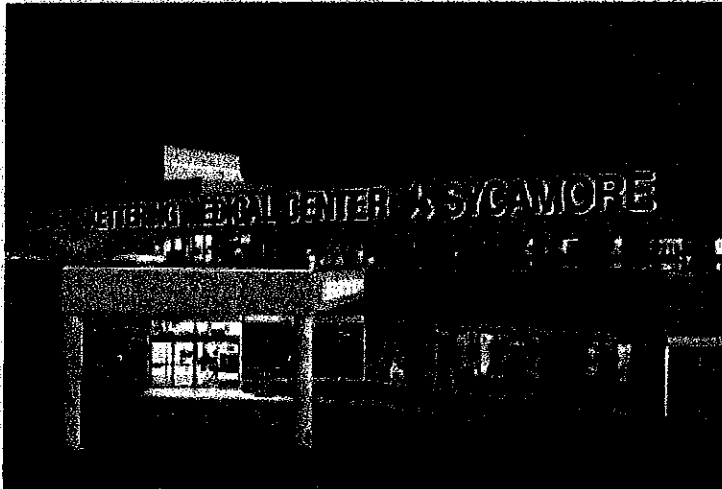
Turner Effect created a comprehensive strategic plan and provided implementation support at every step. Key tasks included creating a new name and logo, evaluating them through focus groups, developing new customer collateral (brochure, application forms), creating new signage (building, vans), developing a new website (content, design, programming), facilitating staff training, creating and placing print ads, and organizing open house events (invitations, publicity, event management).

The Turner Effect: The inspire Center for Learning opened in early 2006 with a name, logo, policies, and strong public presence consistent with its outstanding new facility. Turner Effect's PR and marketing efforts generated a great deal of attention, differentiated Inspire from its numerous competitors, and reached prospective clients with a compelling message and the promise of unique benefits. The company is positioned well for sustained success and the eventual development of additional facilities with the new name and brand.

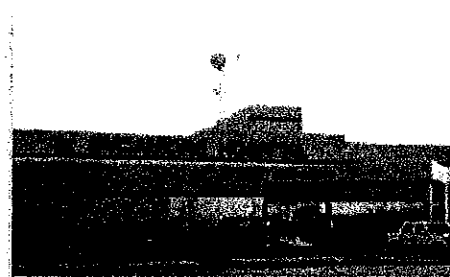


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case studies



NEW SIGNAGE



OLD SIGNAGE

Kettering Medical Center – Sycamore, Miamisburg, OH

For Life:
Kettering Medical Center
Sycamore
Kettering Health Network

turner
 effect
 1-937-223-8238 1-337-223-8239
 www.turnereffect.com

Situation: Sycamore Hospital needed to increase its volume of patients, both inpatient and outpatient, to survive the competitive climate existing in the market. The hospital is located in an area of the city where there is significant growth, both residentially and commercially. Potential customers who are also residents of the area would drive past the hospital to travel further to a competing facility. The hospital contracted with Turner Effect to assess the situation and develop strategies to build volume.

Services: Turner Effect began with research, collecting input from senior managers within the hospital, key physicians who refer or used to refer to the hospital, and patients both who use or have never used the hospital. Senior managers and physicians were interviewed. Four focus groups were launched and extensive phone surveys were conducted to investigate patient perceptions and barriers to growth. After all three areas of research were completed, Turner Effect developed a detailed strategic action plan to increase patient volume at Sycamore Hospital. These recommendations crossed operations, the hospital's image in the market, and the hospital's share of the market.

The Turner Effect: After compiling the results, there were four major themes that erupted among the three research groups. First, many consumers


were not aware of Sycamore Hospital's affiliation with a much larger and more prestigious sister hospital, Kettering Medical Center. When made aware of their relationship, most consumers saw that as a positive and a need to have it more known. Second, consumers and physicians viewed the hospital as part time at best. Physicians found it difficult to schedule services for patients at the campus due to limited hours. Third, physicians and consumers thought Sycamore Hospital was not a full-service hospital and viewed it as a good "urgent care" center, not a real hospital. Last, all research groups felt the hospital was not given proper attention and was treated like an "ugly step child". The groups felt it was the best-kept secret of the city.

One of the first changes the hospital made was in the extension of hours of operation for several key areas of the hospital requiring growth. The hospital also focused on improving operational processes to accommodate growth in order to eliminate bottlenecks or diminished expectations. Currently, Sycamore Hospital is expanding its service offering with a 125,000 square foot addition allowing several major services to call this hospital their home. This expansion will be complete by Spring 2007. The last change the hospital made was to its name. The hospital is now called Kettering Medical Center – Sycamore. This change more clearly aligns the two campuses and provides the name and prestige from its larger sister hospital.

case studies


KETTERING MEDICAL CENTER, SYCAMORE

December 2008 - March 2010




Emergency Department Experiences

- Hospital operating from 2 to 10:30 p.m.
- 2007-2008 annual volume of 100,000 emergency visits
- 100% of the patients had to go through a long waiting time (up to 2 hours) to see a doctor
- 50% of the patients had to go through a long waiting time (up to 2 hours) to see a doctor
- 50% of the patients had to go through a long waiting time (up to 2 hours) to see a doctor



Surgical Services Expansion

- Increase in the number of surgical cases
- Increase in the number of surgical cases
- Increase in the number of surgical cases
- Increase in the number of surgical cases



Imaging Services

- Increase in the number of imaging services
- Increase in the number of imaging services
- Increase in the number of imaging services
- Increase in the number of imaging services


Partnership Experts & Training Opportunities

Kettering Medical Center Sycamore

1111 Sycamore Blvd
Sycamore, OH 45389


KETTERING MEDICAL CENTER, SYCAMORE

December 2008 - March 2010




Patient Satisfaction

- Increase in patient satisfaction
- Increase in patient satisfaction
- Increase in patient satisfaction
- Increase in patient satisfaction



Community Outreach

- Increase in community outreach
- Increase in community outreach
- Increase in community outreach
- Increase in community outreach



Staff Training

- Increase in staff training
- Increase in staff training
- Increase in staff training
- Increase in staff training

Partnership Experts & Training Opportunities

Kettering Medical Center Sycamore

1111 Sycamore Blvd
Sycamore, OH 45389

Sycamore Hospital, Dayton, OH



Situation: Sycamore Hospital needed to increase its volume of patients, both inpatient and outpatient, to survive the competitive climate existing in the market. The hospital is located in an area of Dayton where there is significant growth, both residentially and commercially. However, potential customers who are also residents of the area would drive past the hospital, traveling further to a competing facility. The hospital contracted with Turner Effect to assess the situation and develop strategies to build volume.

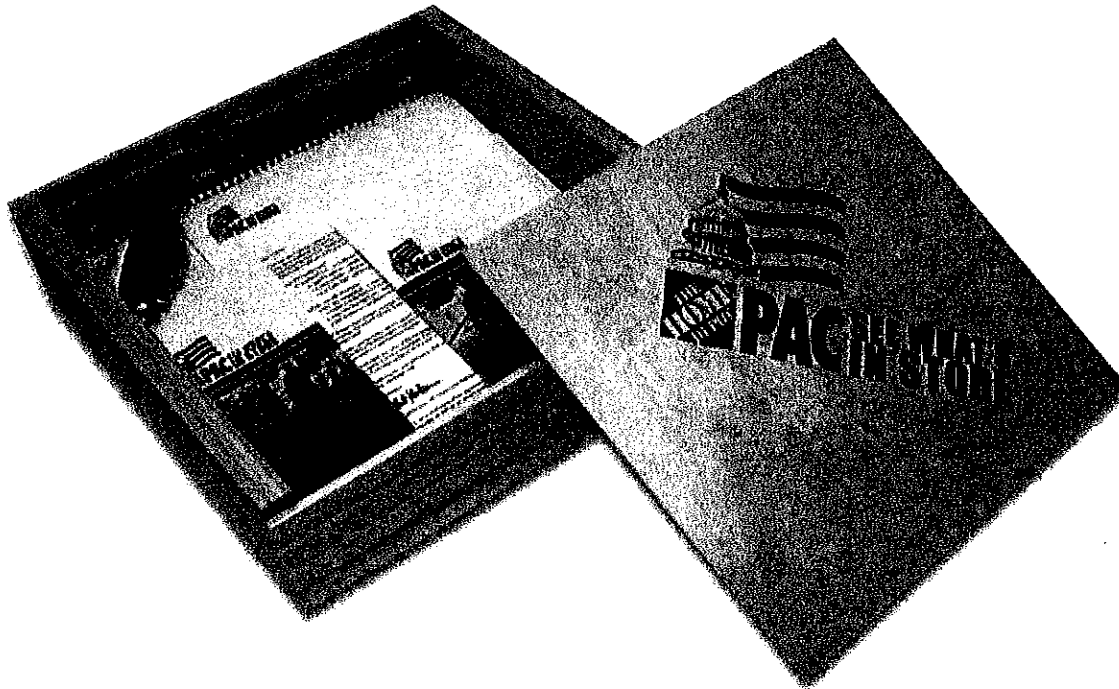
Services: Turner Effect began with research, collecting input from senior managers within the hospital, key physicians who refer or used to refer to the hospital, and patients, both who use or have never used the hospital. Senior managers and physicians were interviewed. Four focus groups were launched and extensive phone surveys were conducted to investigate patient perceptions and barriers to growth. After all three areas of research were completed, Turner Effect

developed a detailed strategic action plan to increase patient volume at Sycamore Hospital. These recommendations crossed operations, the hospital's image in the market, and the hospital's share of the market.

The Turner Effect: Based on research findings, Turner Effect recommended several key strategies. One of the first changes the hospital made was in the extension of hours of operation for several key areas of the hospital requiring growth. The hospital also focused on improving operational processes to accommodate growth in order to eliminate bottlenecks or diminished expectations. Currently, Sycamore Hospital is expanding its service offering with a 125,000 square foot addition allowing several major services to call this hospital their home. The last change the hospital made was to its name. The hospital is now called Kettering Medical Center Sycamore. This change more clearly aligns the two campuses and provides the name and prestige from its larger sister hospital.



case studies



The Home Depot Political Action Committee, Washington, DC



Situation: The Home Depot PAC hired Turner Effect to plan and implement its annual seven-week campaign to solicit eligible associates to join or contribute to the PAC. The Home Depot PAC set an aggressive campaign goal: to increase the number of contributors by 20 percent.

Services: Turner Effect began by equipping 250 volunteer fund raisers with a custom-designed "captain's kit" to help them conduct successful, one-on-one solicitations with eligible associates. The wooden crates featured a 12-page captain's guide with instructions on conducting the solicitation session; a tabletop "flip book" presentation; campaign brochure handouts; a "top-10 reasons-to-contribute" flyer, and flyers outlining a contest promotion rewarding five random contributors. A letter and gift (a branded, folding utility knife) was included to thank captains for volunteering their time to solicit associates.

Turner Effect also created strategic communications from the PAC with messaging targeted to three groups: non-contributor store associates, non-contributor corporate associates, and current contributors. These targeted communications to each associate included a letter, campaign brochure, two postcard mailers and three e-mail solicitations. To meet the goal of 100 percent participation, Turner Effect also created an intranet landing page that asked associates to either accept or decline the invitation to contribute before continuing further into the site.

The Turner Effect: Turner Effect employed a relevant, non-technical approach that appealed to store associates by creating the "See What's in Store" campaign. This campaign eclipsed the previous year's enrollment by 64% in just the first 14 days and added over 1500 new donors by campaign's end.





THE FAMILY CONNECTION



STUDENT PROFILE

As a student, you will have access to a wide range of resources and opportunities. Our faculty is highly experienced and dedicated to your success. We offer a variety of courses and programs to meet your needs. Our campus is beautiful and provides a great learning environment. We are committed to providing a high-quality education for all our students.

Our students are highly motivated and dedicated to their studies. They are well-prepared for the challenges of law school. Our faculty provides excellent instruction and mentorship. We offer a variety of extracurricular activities and opportunities for students to get involved. Our campus is a vibrant and supportive community. We are proud to be part of the University of Dayton School of Law.

PHOTO COURTESY OF UNIVERSITY OF DAYTON SCHOOL OF LAW

University of Dayton School of Law, Dayton, OH



Situation: The University of Dayton School of Law needed a way to gain competitive advantage and attract even higher-caliber students. Annual published reports of average LSAT scores for entering students made this objective difficult, because students rarely chose a school with an average score lower than their own by more than a few points. In order to appeal to high score students, UDSL was considering dramatic changes to its program and called on Turner Effect to evaluate the plan and, if feasible, help implement it.

Services: Turner Effect began with research, collecting input from college pre-law advisors, potential employers, competing schools, and current and potential students from Dayton and across the country using online surveys, phone interviews, and a series of live focus groups. Based on these results, Turner Effect was able to pinpoint the exact program components that would most appeal to incoming students and entice top prospects

to choose UDSL. This information helped UDSL develop and launch an innovative, accelerated degree program, which earned the school national media attention with Turner Effect's PR and marketing guidance.

Turner Effect also developed a complete communications plan and created all key materials for the school for an entire year. Specific examples include promotional letters and emails; brochures; and employer and alumni outreach materials.

The Turner Effect: After deciding to launch the new program, UDSL set very specific, ambitious goals for the first year, including the admission of 120 students in fall 2005 and an increase of average LSAT scores by 2 points. After implementing the Turner Effect strategic communication plan, the school easily achieved its enrollment goal and actually saw its average LSAT score rise by 3 points. Building on this success, the future promises to be even brighter.



turner[®]
effect

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