

REMEMBER WHEN

CAMPAIGN FOR ARIA HEALTH 3B ORTHOPAEDIC INSTITUTE



Remember when swimming felt this refreshing?

Cheryl, March 13, 1961

**With orthopaedic care from Aria 3B...
It can. And it should.**

At the Aria 3B Orthopaedic Institute, our world-class specialists and surgeons use the latest medical treatments and technology to help you live the active life that you deserve. Recognized as leaders in their fields, the "3Bs" have over 100 years of combined experience with expertise in comprehensive orthopaedics, joint replacement for hip and knee, sports medicine and surgery, and spine care including complex reconstruction and minimally invasive procedures. We work with you every step of the way, from diagnosis to treatment to recovery.

Because we want to see you get back in the pool.

Center City • Bucks County • South Jersey

ARIA 3B ORTHOPAEDIC INSTITUTE

Experience You Deserve. Expertise You Trust.

For more information or to make an appointment, call 1-888-ORTHOB3B (678-4632) / 215-409-9300. Visit us at ARIA3BORTHOB.org/Remember

COMPREHENSIVE ORTHOPAEDICS • JOINTS • SPORTS • SPINE

When Aria Health welcomed the world-class 3B Orthopaedic Institute in January 2013, the Aria Health marketing team and their agency partner DavidHenry Marketing & Media launched an announcement campaign for the nationally-recognized group leveraging local and regional media (including print, outdoor, radio, transit, interactive and direct mail). The campaign was crafted to engage and motivate new audiences, while maintaining the equity built with existing relationships (patients, referring network, local media, regional partnerships), and to provide a smooth transition for the group, and understandable brand alignment. From a corporate branding standpoint, Aria Health has a strategic positioning of 'role' where the healthcare services they provide to the community are an integral part of the lives of the people they serve. In order to demonstrate true partnership and integration with Aria, the newly established Aria 3B Orthopaedic brand was positioned in a manner that helped the patient community understand this connection.

ORGANIZATION INFORMATION	AGENCY INFORMATION	MEDIA USED	DURATION
<p>ARIA HEALTH (Healthcare System) CONTACT: Maria Cerceo Slade, BA, MHA, Director, Marketing & Communications 3 Neshaminy Interplex Drive Trevose, PA 19053 Phone: (215) 710-3768</p>	<p>DAVIDHENRY MARKETING & MEDIA CONTACT: David Fink President, Chief Communications Officer 10 Prospect Street, 2nd Floor Westfield, NJ 07090 Phone: (908) 389-1200, ext.101</p>	<p>Media: TV; Specialty (US Open Sponsorship); Print; Radio; Billboards; Transit; Website (own – www.ariahealth.org); Newsletter/ Magazine (own) – Aria Health Magazine; Social Media (internal – YourAriaHealth.org)</p>	<p>4 Months</p>

Remember when

playing baseball felt this good?



ARIA 3B
ORTHOPAEDIC INSTITUTE

ARIA3BORTHO.org/Remember

Remember when

dancing felt this effortless?




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Remember when

it felt great to serve up your best?



ARIA 3B
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Remember when

riding a bike made you smile?




ARIA 3B
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ARIA3BORTHO.org/Remember

Remember when

swimming felt this refreshing?



ARIA 3B
ORTHOPAEDIC INSTITUTE

ARIA3BORTHO.org/Remember

Billboards

As the outreach for the “3Bs” continued, they were promoted in conjunction with the overall orthopaedic service line at Aria Health under the Aria 3B Orthopaedic Institute brand. Their specialized services were highlighted in a comprehensive media campaign called “Remember When”. The creative strategy was to help key target audiences ‘remember when’ they were feeling young, healthy and happy to be active – by taking care of the injuries or pains in their spine, joints or back. The series features daily physical activities, such as baseball, swimming, dancing, bike riding and tennis – where the older person turns into the younger version of them. For the US Open sponsorships, the team leveraged the transportation in and around the events (i.e. bus/transit) to create experiential advertisements. For example, the buses with the ‘swimming ad’ featured water images on the top and sides of the bus interiors next to the advertisements, so the audience felt like they were in a pool; the ‘bike rider ad’ had sky images on the top and tree lined images on the side of the interiors, etc. In addition to the media buys, the hospitals and their affiliated medical offices had flyers, posters and other direct response materials distributed.

Remember when

it felt great to serve up your best?



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Experience You Deserve. Expertise You Trust.

Center City • Bucks County • South Jersey

For more information or to make an appointment, call 1-800-ORTHOS (1-800-427-6222) or 215-428-9999. Visit us at ARIA3BORTHO.org/Remember

COMPREHENSIVE ORTHOPAEDICS • JOINTS • SPORTS • SPINE

Print

Remember when
riding a bike made you smile?

Angela, February 21, 1976

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At the Aria 3B Orthopaedic Institute, our world-class specialists and surgeons use the latest medical treatments and technology to help you live the active life that you deserve. Recognized as leaders in their fields, the "3B's" have over 100 years of combined experience with expertise in comprehensive orthopaedics, joint replacement for hip and knee, sports medicine and surgery, and spine care including complex reconstruction and minimally invasive procedures. We work with you every step of the way, from diagnosis to treatment to recovery. Because we want to see you get back on the road.

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Remember when
dancing felt this effortless?

Emily, March 2, 1976

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RADIO... :30

At an Orthopaedic Institute, world class specialists,

surgeons and technology are a must! Personal care

is too. The Aria 3B Orthopaedic Institute is redefining

care in Center City, Bucks County and South Jersey.

With over a century of experience, the 3B's Drs. Booth,

Bartolozzi and Balderston and their partners personally

guide you from treatment through recovery. For joint

replacements, sports medicine, spine care and more

call 1-888-ORTHO3B or visit aria3bortho.org. At the

Aria 3B Orthopaedic Institute, you come first.

Overall, the 'Remember When' campaign was well received by the marketplace and continues to be leveraged in Aria Health's online and social media outlets. Results include an increase in calls to the Institute's Call Center for inquiries and consultations, plus double-digit increases in the service line's traffic to the website and social media channels.

TV VIDEO...

:30

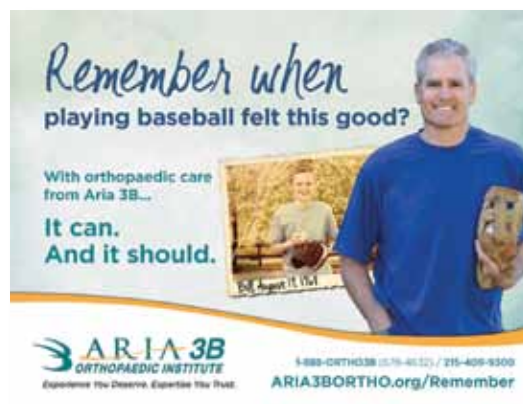


At the Aria 3B Orthopaedic Institute, we know you remember when throwing a ball felt this good. And staying fit was energizing and fun. Enjoy an active lifestyle once again with orthopedic care from a world class team. From joint replacement

to sports medicine and spine care, we treat patients like family and help you remember how good it is to feel your best. Aria 3B offers the experience you deserve and the expertise you trust. Learn more at ARIA3BORTHO.ORG/Remember.



Newsletter



Outdoor/Transit