

Torrance Memorial Medical Center “Events of the Heart” Marketing Plan

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Torrance Memorial Medical Center (TMMC) is seeking the assistance of public relations and marketing campaign to educate South Bay residents about the devastating effects of heart disease among women. The Events of the Heart replaces the annual Torrance Memorial Lundquist Cardiovascular Institute’s Women's Heart Health Conference.

“Events of the Heart” is a national organization that inspires women to take charge of their heart health. The “edutainment” event features Desperate Housewives actress Brenda Strong and acclaimed Hollywood writer Shelly Goldstein performing dramatic and comedic monologues. Other celebrity guests are slated to attend the event.

Why heart disease:

Heart diseases are the number one killer among women, resulting in more deaths than all forms of cancer combined. However, heart disease may be prevented by taking simple steps to reduce risk factors including smoking cessation, exercise and increased consumption of fruits and vegetables. In some cases, drug therapy such as aspirin and cholesterol lowering drugs may help alleviate the condition.

In mid-February, the American Heart Association released updated guidelines especially for women's health. Previously, women's guidelines were based on those of men. The new guidelines and Events of the Heart campaign aims to dispel the myth that heart disease is a “man's disease.

Goals:

- The objective of this marketing and public relations campaign is to reach 75-100 Torrance area women who will attend Events of the Heart cocktail reception and performance.
- With a combination of advertising and media relations, we would like to attract hundreds of women to participate in free heart health screenings offered the following day.
- Additionally, the media relations component will focus on the comprehensive services offered by the Torrance Memorial Lundquist Cardiovascular Institute. The news hook for the press materials are the new heart health guidelines and the celebrities headlining the event.

Strategies:

The supporting strategies to accomplish the aforementioned objectives include:

- Personally invite Melissa Evans, health reporter for the *Daily Breeze*, to attend and cover the event. This also includes the possibility of a pre-event story using the new guidelines for women's heart health along with a tour of the Torrance Memorial Lundquist Cardiovascular Institute and meeting with key physicians and staff.
- Working with TMMC's advertising agency, create a print advertisement showcasing Events of the Heart and free health screenings.
- Purchase advertising in the *Daily Breeze* and *Beach Reporter* newspapers.
- Add invitation to TMMC's website including an option to purchase tickets online.
- Using the advertisement, create a flyer to be distributed to TMMC's physician offices and departments including Cardiovascular Institute, Diabetes Center, Torrance Memorial Lundquist Cardiovascular Institute among others.
- Distribute personal invitations to key donors and attendees from previous years.
- Leverage Desperate Housewives actress Brenda Strong's star power and network loyalty by inviting KABC to cover the event exclusively. Also extend personal invitation to health report Denise Dador.
- Mail invitations to women living within the South Bay i.e. Torrance, Redondo Beach, Hermosa Beach, Manhattan Beach, Rolling Hills and Rancho Palos Verdes area.
- Create a calendar listing press release highlighting Events of the Heart and the free health screenings the following day. This release would be distributed to local media and event calendars including the *Daily Breeze*, *Palos Verdes Peninsula News*, *Beach Reporter*, *Patch.com*, *Los Angeles Weekly*, www.hellotorrance.com, and www.neighborhoodnow.com.
- Arrange for key cardiologist to present community lecture focusing on the new guidelines from the American Heart Association and promote Events of the Heart at lecture.
- Arrange for key cardiologist to be interviewed by Torrance Cable Channel 3 about the new guidelines from the American Heart Association and promote Events of the Heart.