



**Shine PR Etc.**

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## Case Study

**Client:** Pacific NW Fertility

**Since:** 2005

**Role:** Marketing Support

**Key Projects:**

- ✦ Brand Awareness and Custom Design
- ✦ Website Maintenance (2 sites)
- ✦ Social Media Implementation & Training
- ✦ Advertising & Promotions
- ✦ Writing & Editing Services
- ✦ Special Events

### About the Client

PNWF opened its doors in 2005, after Doctors Lee Hickok and Lorna Marshall envisioned combining two successful centers to create the ultimate fertility center in a central location, with its own operating room and high-tech laboratory services. They needed experienced staff and support to implement this innovative and complex plan and hired Michelle, who was well-known to the Lab Director as a highly competent business woman from working with her previously at the University of Washington Medical Center. They knew her range of skills and creativity would help ensure the solid foundation they envisioned.



### Shining Work

Michelle has been involved in many projects with Pacific NW Fertility over the last 10 years. Here's just a few of the big projects she's played a hand in:

✦ **Brand Consistency with Custom Designed Materials**  
**Writing & Editing Services (In-House & Marketing)**

Michelle has personally designed over 250 custom consent forms, training documents, patient surveys, educational handouts, newsletters, and all printed materials for the clinic. She has a keen eye for editing and proofing and ensures effective communication with the printers to make sure all materials reflect the clinic's brand message and personality. Michelle has contributed as an editor for the client's last two national press releases.

✦ **Website Maintenance, Content Development, Analytics (2 sites)**

The clinic has two websites, providing information to unique patient types and services. Michelle has maintained all updates, news and events, launched a video library, developed a submission system for patient success stories, as well as a resource page dedicated to providing information specific to our referring providers.

✦ **Social Media Implementation & Training**

A common area of concern for many medical clinics, launching a social media strategy while keeping in line with HIPAA rules and regulations. Michelle readily accepted the challenge, researched the rules and limitations, and

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successfully launched a social media presence for the clinic to include Facebook, Twitter, Google+, and Pinterest. These sites are currently maintained by the client.

#### **Advertising & Promotions**

The client has entrusted Michelle with all ad design, run schedules, price negotiations, and publications including targeted Facebook ads to promote special events, classes, and new programs. Utilizing a conservative budget, she has conscientiously recommended and managed the most effective ad campaigns to result in the highest lead generations possible. Michelle's recent ad designs and calculated placements have resulted in more than doubling the attendance number for the client's free information classes.

#### **Special Events (Trade Shows, Fertility 101 Classes, 2013 Open House)**

Michelle has been a go-to in planning special events at the clinic. These have included: NW Women's Show booth, charity events, free Fertility 101 classes, free Egg Donor 101 classes, and the clinic's big Grand Re-Opening *Open House* in 2013 to announce the addition of the clinic's two new physician partners. Michelle thinks of every little detail, from hiring extra security, scheduling extended elevator run times, catering, entertainment, RSVP's, and more.

## Words from the Client

*"Well, first off I have to say THANK YOU!! Michelle has taken care of so many important details behind the scenes for so long. In the ten years working together, there wasn't a single time that Michelle didn't respond with a smile and when I asked for her help it was always...." of course, let me see how I can take care of that". It is so refreshing to work with someone so polished and positive. We owe her a debt of gratitude for her work with patients and co-workers and industry professionals. There are some lucky clients out there and PNWF is one of them. Michelle – congratulations to you and your future success! My most humble thanks for your hard work in and out of the office. I will be referring my friends and family who have businesses that need SHINE PR Etc. services to you."*

#### **Stephanie Frickleton**

Donor Program Director

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## Creative Examples

Facebook Page:

The screenshot shows the Facebook profile of 'Pacific NW Fertility and IVF Specialists Medical Center'. The cover photo features a scenic view of the Seattle skyline with the Space Needle and Mount Rainier in the background. The profile picture is a circular logo with a stylized 'P' and 'F' in teal and black. The page has 106 Page Likes, 4,390 Post Reach, and 1 Notification. The 'About' tab is selected, showing a 5-star rating with 557 likes and 141 visits. The 'Timeline' tab is also visible, showing a post asking 'What have you been up to?'. The right sidebar shows 'THIS WEEK' statistics and a 'Recent' list of years from 2014 to 2011.

Pinterest:

The screenshot shows a Pinterest board titled 'Fertility In the News'. The board description reads: 'Sometimes it's another 40 something celebrity having a baby (aka donor eggs!), other times it's a new technological breakthrough in the field of fertility...whatever it is, we'll post it here.' The board has 3 Pins and 16 Followers. There are three pins visible: 1. '20 Things I Couldn't Say To My Fertility Doctor' from The Huffington Post, with a description: 'Another powerful blog post from this RESOLVE Hope Award Recipient...who can relate?'. 2. 'Good News For Cancer Survivors Who Want Babies' from The Huffington Post, with a description: 'Many survivors have questions about their ability to achieve pregnancy after cancer and the safety of pregnancy after cancer treatment...studies show the odds of success are in their favor.' 3. 'Fertility 101: Study shows many women confused about reproductive health' from Fox News, with a description: 'What do you know about conception? New study shows that most women are still unclear about the facts.' The board also has a 'Follow Board' button and a share icon.

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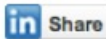
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Recent Press Release 2014:

## Pacific NW Fertility Celebrates Grand Opening of Its Center for Fertility Preservation and Its 125th Baby Born From Frozen Egg

Seattle-based fertility clinic opens Center for Fertility Preservation solely dedicated to freezing eggs prior to fertilization to accommodate rising requests for the treatment.

Seattle, WA (PRWEB) June 05, 2014



Repost

This

Pacific NW Fertility, a Seattle-based fertility clinic, is today announcing the grand opening of its Center for Fertility Preservation. The announcement comes on the heels of a major milestone for the clinic – the Donor Egg Bank is welcoming its 125th baby born from frozen eggs. This news is especially noteworthy because this newborn baby (and the 124 others who arrived before him) was conceived from an egg that had been frozen and stored in the Seattle-based clinic's Donor Egg Bank prior to fertilization.

“Elective fertility preservation via egg vitrification is the next step in a woman's reproductive health and choice.”

Pacific NW Fertility opened the Center for Fertility Preservation to accommodate rising requests for elective egg freezing, a new and increasingly popular fertility treatment. “Elective fertility preservation via egg vitrification is the next step in a woman's reproductive health and choice,” explains Pacific NW Fertility Center Director, Dr. Julie Lamb, MD. Freezing eggs allows women the option of preserving fertility while delaying child bearing for any reason.

Pacific NW Fertility was one of the first clinics in the United States to offer this advanced egg freezing technology as a part of its Donor Egg Program. “Compared to freezing embryos (fertilized eggs), freezing single-cell unfertilized eggs is considerably more technical and complex,” explains Fertility Specialist and Co-Founder of Pacific NW Fertility, Dr. Lorna Marshall, MD. “Our embryologists have spent thousands of lab hours perfecting their techniques. We've built our Donor Egg Bank with the highest-quality eggs from strictly screened donors. Most importantly, we've been able to successfully turn these high-quality frozen eggs into healthy pregnancies. That critical final step is one that most other clinics have yet to achieve.”

Pacific NW Fertility has specialized in egg freezing for more than four years, making it one of the most experienced clinics in the Northwest offering elective fertility preservation. “We've made egg-freezing a top priority because it gives patients who are struggling with fertility another path to create a family,” Dr. Marshall said. “It's also a new invaluable tool for preserving a woman's fertility that gives women the opportunity to freeze eggs now for use if needed at a later date.”

“The Center's ultimate goal is to give women the opportunity to be proactive—to preserve their healthy eggs and their chance to have a baby down the road,” adds Dr. Lamb.

About Pacific NW Fertility:

Pacific NW Fertility is a Seattle-based clinic at the forefront of fertility treatment that has been involved in the conception of thousands of babies. Combining award-winning expertise, state-of-the-art technology, and very personalized care, Pacific NW Fertility is dedicated to making fertility care a positive experience for every individual.

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## Video Library:


### Clinic Tour

13 items





Take a virtual look around the clinic



"Hello!", from the Front Desk



Comfortable waiting rooms



Enjoy the view!



Medical Assistant Station



Ultrasound Room



Consult Rooms




Phlebotomy Station




Recovery Rooms



Andrology Tanks



IVF Laboratory



Hands on Doctors

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Special Events:

Ad Preview

News Feed

Right Column

Mobile Feed



Pacific NW Fertility and IVF Specialists

shared their event.

Sponsored · 🌐

Women Helping Women - Learn About Becoming an Egg Donor



Free Event

WEDNESDAY NOV. 19 at 7 PM

Learn About Becoming An Egg Donor

Wednesday, November 19 at 7:00pm

Pacific NW Fertility and IVF Specialists in Seattle, Washington

Join

Clinic Newsletter:

News & Events

"Cycles" Newsletter

Fertility 101 Classes

Video Library



Attend a Free Fertility 101 Class

"Every time I feel a little kick -- I cannot believe it's actually happening to me. I thought there was no hope left, and had pretty much resigned myself to no children. Every friend I've talked to who has been treated in other clinics through IVF--it's taken them at least two or three tries to bring home any children. We got ours on the first try, and I credit so much of that to the team at PNWF being so knowledgeable and progressive. I'm over the moon with the two little miracles I'm carrying--they are such a gift already!"

- Pacific NW Fertility Patient "Nicole"

Pacific NW Fertility "Cycles" Newsletter

Current Issue:

Cycles

FERTILITY MEDICINE NEWS, VIEWS, AND RESOURCES FROM PACIFIC NW FERTILITY

Vol. 12 - Issue 3

FERTILITY PRESERVATION FOR WOMEN WITH CANCER

by Dr. Lorna Marshall

A cancer diagnosis is and of itself is devastating—but can be made much worse when one considers that the treatment can cause sterility. Several studies have shown that one of the most important factors that determine a woman's quality of life is future fertility. That is why we at Pacific Northwest Fertility are committed to offering fertility preservation options to cancer patients in our community.

As a woman, what options for fertility preservation are available to me before starting my medical treatment?

The options available for fertility preservation before treatment starts depend on a few factors: Are you single or in a committed relationship? Can your cancer treatment be delayed by 2-6 weeks or does it need to begin immediately? What type of cancer do you have? What is your age? Many options exist for women who want to take early steps to preserve their fertility before undergoing medical treatment. Following are some of the most common and successful.

Clinic Success Rates

Pacific NW Fertility's success rates are consistently high with all methods of treatment. However, just as important as our success rates, is our attention to providing the highest quality care for each couple or individual who visits our clinic.

We are dedicated to an ethical approach to fertility care.

For our most current statistics, visit:


[www.pnwfertility.com](http://www.pnwfertility.com)




Title	Size	
Cycles - Vol. 12 Issue 3 - Fertility Preservation for Women with Cancer	601.50 KB	<a href="#">Download</a>
Cycles - Vol. 12 Issue 2 - Announcing The Center for Recurrent Pregnancy Loss at PNWF	862.81 KB	<a href="#">Download</a>
Cycles - Vol. 12 Issue 1 - Debunking Common Fertility Myths	853.79 KB	<a href="#">Download</a>
Cycles - Vol. 11 Issue 2 - Pacific NW Fertility Announces Donor Egg Bank	411.63 KB	<a href="#">Download</a>
Cycles - Vol. 11 Issue 1 - Am I Fertile?	430.13 KB	<a href="#">Download</a>
Cycles - Vol. 10 Issue 3 - Ethnic Differences in Fertility	2.02 MB	<a href="#">Download</a>

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## Special News & Events Posting (linking to social media):




Patient Login | Pay My Bill |   

About Us | Getting Started | Services | Egg Donor Program | Referring Providers | Patient Center | **News & Events** | Contact

News & Events

["Cycles" Newsletter](#)  
[Fertility 101 Classes](#)  
[Video Library](#)



Attend a Free Fertility 101 Class

"I can't say enough good about everyone at Pacific NW Fertility. From the receptionist to the nurses and other staff who weren't afraid to share their own personal journeys, to Dr. Marshall and Dr. Hickok and the knowledgeable embryologists ... I can't say enough good. They're all wonderful."

*Pacific NW Fertility Patient "Nicole"*

Upcoming Events

Tuesday, September 09, 2014

**Next 10-Week Class**  
Mind/Body Program for Fertility  
Begins Monday, January 26, 2015

**Next Yoga for Fertility Classes**  
Yoga for Fertility  
See Dates and Locations Below


**Next Retreat**  
Women's Fertility Retreat  
Duvall, WA  
November 21-23, 2014

[Read More >>](#)

[Comments \(0\)](#)

Fertility Preservation Center Grand Opening

Thursday, June 05, 2014



We're so happy to announce the grand opening of our new Fertility Preservation Center, directed by Julie Lamb, MD.


The timing is perfect in celebration of the 125th baby born from frozen eggs through our Donor Egg Bank.

[Read More >>](#)

[Comments \(0\)](#)

Freeze Your Eggs and Save Your Career?

Tuesday, May 06, 2014



## Success Stories and Testimonials:

Contact

[Map & Directions](#)  
**[Share My Story](#)**  
[Referring Provider Contact Form](#)  
[Join our Team](#)  
[Pay My Bill](#)  
[Clinic Info and Hours](#)

I WANT TO  
*inspire*  
PEOPLE.  
...  
I WANT SOMEONE TO  
LOOK AT ME AND SAY  
BECAUSE  
OF  
*you*  
I DIDN'T GIVE UP.

Share your Success Story

Hearing about our patient's success stories means the world to us! Do you have a success story or words of encouragement that you'd like to share with our new patients or anyone considering fertility treatment? New patients and anyone searching for inspiration in their own fertility journey would certainly find comfort and hope from your good news.

Sharing your feelings, triumphs, and even heartbreaks along the way may be difficult but we encourage you to give it a try - because it might be your story that inspires someone else to stay strong and not give up. Creating a positive experience is truly our goal here at Pacific NW Fertility, and we hope you will consider helping us reach those currently searching for fertility care.

We will not post or print any part of your story without your permission as specified on the submission form.

[Read the success stories of other PNWF patients.](#)

**Share Your Story**  
Please let the following questions be your guide as you share with us your fertility story:

Where are you now in your fertility journey?  

Please select... ▾

Who is your PNWF Physician?\*

Please select... ▾

What led you to Pacific NW Fertility?

Describe some of the ups and downs you have experienced in your fertility journey:

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