



Kennedy Health Alliance provides a single point of access to all the care a family needs, teaming primary care physicians, specialists and support professionals. So rather than touting the accomplishments of our award-winning physicians as others do, we spoke consumer to consumer. Striking a confident, personable tone unique in the category, we put the patient first.

"I'm not a doctor" challenged the market to question their choice of primary care physician. The goal was to use the Kennedy Health Alliance network of doctors to feed the pipeline for Kennedy's three hospitals.

“Your staff at LevLane has been an important part of the Kennedy family for many years. The team deserves special thanks for always working diligently in developing our campaigns and making sure that our health system's brand is recognizable and distinctive in the marketplace both locally and nationally.”

– Joseph W. Devine, President & CEO
Kennedy Health System

RESULTS

2014

OVER 114,000
new patients

43% MORE
Facebook likes

240% BUMP
in web traffic

50% INCREASE
in search results

Advertising Age
&
Modern
Healthcare

HEALTHCARE
MARKETING IMPACT
AWARDS

AWARDS

2014 ADVERTISING AGE &
MODERN HEALTHCARE
HEALTHCARE MARKETING
IMPACT AWARDS

PRINT GOLD
PRINT CAMPAIGN OF THE YEAR

RADIO GOLD
RADIO CAMPAIGN OF THE YEAR

INTEGRATED GOLD
INTEGRATED CAMPAIGN OF THE YEAR



I'M NOT A DOCTOR.

But I know what I
want from one.

Give me a doctor who's really tuned in to my health issues, and is there for me, even nights or weekends. He should be able to steer me to the best specialists, if that's what I need. And have someone on staff who's all about setting up and coordinating my tests, meds, records, insurance... all the official stuff. That's the kind of doctor I've been holding out for. Now I know where to find him.



844.KHA.CARE
KennedyHealthAlliance.org

Part of the Kennedy Health System



I'M NOT
A DOCTOR.

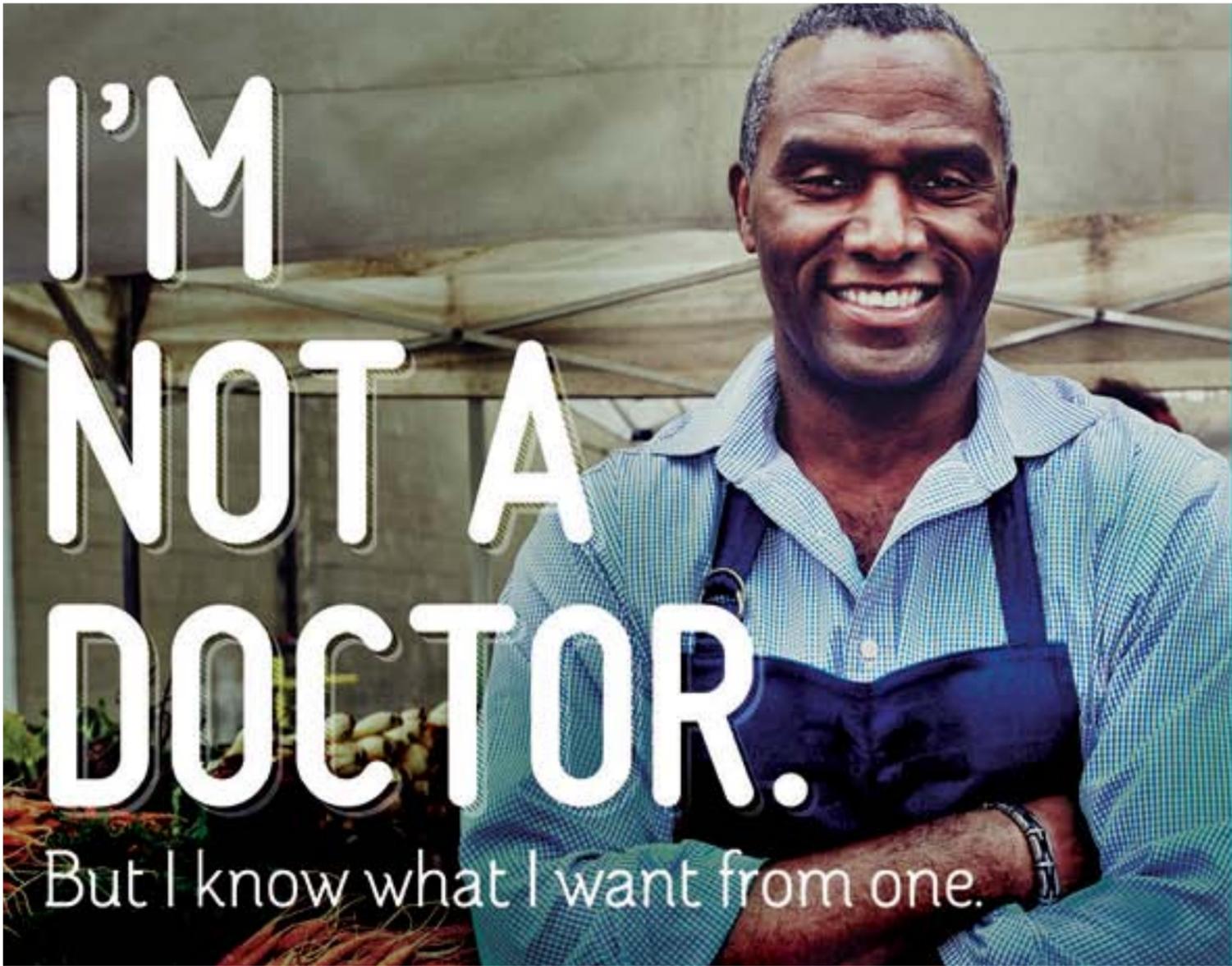
But I know what I want from one.



KENNEDY HEALTH
ALLIANCE™

844.KHA.CARE

KennedyHealthAlliance.org



I'M
NOT A
DOCTOR.

But I know what I want from one.



844.KHA.CARE
KennedyHealthAlliance.org

We are now extending the look and feel of the campaign across all service lines.



I'M NOT 336 LBS.

But I used to be.

I am a mother. I am a woman with a good smile who is overweight and underestimated. The only thing I hate more than the scale is a bad hair day. I am not how much I weigh, or what I eat. I am not lazy-I have tried on more diets than pairs of shoes. I have failed, but I won't fail again, because Kennedy will be by my side every step of the way. From my initial consultation and for the rest of my life, they're helping me make this transformation from the inside out. I was scared. But I am beautiful, I am worth it, and I know I made the right decision.

CENTER FOR WEIGHT LOSS SURGERY AT KENNEDY

 856.346.6470
KennedyBariatric.org

 **KENNEDY**
HEALTH SYSTEM

**DON'T
ASK ABOUT
MY SCAR.**

Because I don't have one.



ROBOTIC SURGERY



KennedyRobotics.org



ROTHMAN INSTITUTE

In a crowded healthcare marketplace, descriptive terms have lost their currency. Everyone claims to be an “institute” offering “medical excellence.” So what’s a true leader to do? When the venerable Rothman Institute approached LevLane, seeking differentiation from its competitors, we made sure to separate the cream from the crop.

To set the Rothman Institute apart from lesser competitors, our creative urged the marketplace to “think Rothman first,” and, in record numbers, they have.

“LevLane has been part of the Rothman family since 2012. I can honestly say my decision to bring LevLane in as our creative agency was one of the best choices I’ve made for our organization. They are passionate about the Rothman brand, always thinking about how to take our message to the next level and have become more than our agency, but also friends.”

– Justin Samra, Director of Marketing
Rothman Institute

RESULTS

20,167
NEW PATIENTS

a 23% increase from 2013

CHANNELS

STRATEGIC PLANNING
TARGET AUDIENCE RESEARCH
BRAND IDENTITY
COLLATERAL
PRINT ADVERTISING
DIGITAL MEDIA
TV
RADIO
TRANSIT
SOCIAL MEDIA



Joint Pain?

Joint Replacement



ROTHMAN
INSTITUTE

800.321.9999
rothmaninstitute.com





YEAR AFTER YEAR THE MOST ORTHOPAEDIC TOP DOCS

- Since 1970, Rothman has led the region by every standard of orthopaedic achievement.
- Our surgeons are focused entirely on their area of specialization.
- We lead in research, clinical trials, board-certified surgeons, innovative techniques and technologies and, yes, the most orthopaedic top docs in leading publications.
- The word "Institute" in our name means more options and more answers for you.



ROTHMAN
INSTITUTE



SPINE | JOINT REPLACEMENT | SPORTS MEDICINE | ORTHOPAEDIC ONCOLOGY | TRAUMA
PHYSICAL MEDICINE & REHAB | SHOULDER & ELBOW | FOOT & ANKLE | HAND & WRIST

ROTHMAN FIRST | rothmaninstitute.com | 800.321.9999





**SPRAINS
TEARS
FRACTURES
STRAINS**



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ORTHOPAEDIC
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