

Mike,

I am going to teach you how to write powerful benefit copy that will serve you in the future. You will do this for the text that will become narrative for the voice professional.

Feature

This is a clean, attractive hospital with an abundance of caring with a bunch of caring and compassion staff. (I took this from testimonial)

Which means.... (Mike, this is what sells the unit to improve utilization)

Benefit of Feature

Patients feel relaxed and comfortable, safe, and secure.

Then go further to the...

Power Persuasive Benefit

Which means they can focus on getting well, apply what they are learning, and get back to what's important in their lives.

Then copy gets tweaked into something like this. Try getting to this point.

(Text for describing facility in PowerPoint Program)

"Here at Sibley Memorial Hospital Behavioral Health Unit, patients discover a clean, attractive facility with an abundance of caring and compassionate staff. That means they feel relaxed and comfortable, safe, and secure. Simply put, there is no better way to help them focus on getting well, applying the disease management skills they are learning, and speedily making their way back to what's important — a happier life. When patients leave the Behavioral Health Unit, they're aren't just feeling better—refreshed and inspired as well."

The above would have perhaps three images positive, smiling. (Not real patients, stock)

***Hint:** Say the feature out loud to yourself and follow up with this means that...which means that Then write the paragraph.*

Okay, Mike try this with the other services. Glance at testimonials for hints on good benefits. I did that above.

Consider meeting with staff to brainstorm these formulations. Put them in table form.

Remember to evaluate each of your benefits and take any of them further to the power benefit level.

For example, in these other types of services, you can see how benefits get pulled from benefits. This is when you hit emotional hooks that will cause medical doctors to remember, and make referrals. It's the emotional hook that creates the link to your facility.

Other examples of pulling benefits from benefits so you can see how this exercise works:

- If I can get direct staff involvement in content of a marketing tool for Sibley Hospital's Behavioral Health Unit, then *the staff will feel proud of what they have accomplished and know it reflects their sentiments. That means they'll want everyone to see it, which will drive more visibility for the marketing too, while it helps boost utilization.*
- If the *"project runs smoothly right up to finished piece"*, then staff at Sibley will find me easy to work with, and will come back again for other projects they can't wait to get started on. And telling others will be a major bonus.

Go through all your benefits and try to exploit each one, then exploit again for the benefit behind the benefit.

Write the copy for each of the services and features you provide to me in your cover letter.

Sibley Hospital Behavioral Health Unit Marketing PowerPoint CD Storyboard

When supplying raw information think in terms of providing emotional, newsworthy, compelling language that speaks directly to the unique selling proposition of the behavioral health unit and that answers the question, "Out of all the behavioral health units in the D.C. area, "Why should I refer my patients to you?". This language should encapsulate the success or achievement for the viewer as much as possible.

Slide #	Purpose	Visuals for this Slide	Raw Information for constructing scrip
1	Cover Slide Name of Hospital	Photos of Front of Hospital	"Welcome to the Behavioral Health Unit of Sibley Memorial Hospital"
2	Overview of Behavioral Health Unit And It's Programs	Images (3)	The Psychiatric Unit at Sibley Memorial Hospital has been providing services to members of the community for over 100 years. Our services are designed for those patients who are struggling with mental illness, whether it be an 18 year old college student or a 90 year old great-grandmother. As many of our patients have said over the years, Sibley gave me hope.....
3	Adult and Geriatric	Images (3)	The treatment program on the psychiatric unit is one filled with therapeutic activities, support and encouragement. The hours pass quickly as a variety of helping professionals. i.e. Physicians, nurses, social workers, expressive therapists etc. spend time with me to assist in my personal recovery process.
4	Voluntary, Milieu <i>Mike, are these testimonials from patients</i>	Images (3)	<i>The voluntary psychiatric program on 7West meets my treatment needs. Other patients are a source of great support and encouragement, the environment is wonderful as it is quiet, peaceful and allows one time to think through the challenges ahead. Patients benefit from the wonderfully caring staff at Sibley as personalized attention is sprinkled with ample milieu activity to address my emotional state.</i> Physicians appreciate treating patients on 7W as it is well staffed with qualified, hard working professional staff, who provide expert care to their patients. Family members appreciate the calmness and therapeutic environment for their family members and in addition appreciate the generous visiting hours which are encouraged.
5	Medical Services	Images (3)	As a unit and program within Sibley Memorial Hospital, our patients have the opportunity to be assessed and treated by most clinical specialties. All our patients will have thorough medical evaluations at the time of admission. If necessary, they will be followed for medical intervention during the course of their stay while receiving services on 7W. This opportunity for full service medical care is truly appreciated by both patients and families and the all encompassing services allows for communication and cooperation among all care-givers.
6	Physical Features of the behavioral health unit	Images (3)	Sibley Memorial Hospital has been at its current location, in NW Washington, for over 75 years. It is a well know and well respected facility as it has provided health care to the local community residents for a long period of time. The facility is constantly upgraded to meet the ever changing field of health care, with new equipment and well trained staff. With the combination of hospitalists for many services and the local community physician network, patients are well cared for.

Sibley Hospital Behavioral Health Unit Marketing PowerPoint CD Storyboard

Slide #	Description	Visual Image	Text for this image
7	Medical	Images (3)	The fifteen attending Psychiatrists who practice at Sibley in addition to our Medical Director possess tremendous amounts of experience gained over many years of practice in addressing the full range of psychiatric disorders. Outpatient practices and programs in the vicinity of the hospital make for an easy transition for patients between levels of care.
8	The Nursing/Support Staff	Images (3)	The Unit Nursing staff are well trained and experienced nurses with a tremendous amount of longevity to the unit and hospital. Nurses tend to stay long term at Sibley as the environment is conducive to providing quality care to our patients and also allows for training and professional growth.
9	All medical services consults, tests, referrals are convenient and available through the hospital	Images (3)	Sibley Hospital is a full service hospital and can provide a full range of medical consultations and treatment. This readily available access to a host of clinical specialties helps to make Sibley a very desirable hospital in which to practice. Physicians know that many of their patients struggle with concurrent medical disorders and the responsiveness and availability of numerous services helps staff and patients feel comfortable
10	Part of a Medical/Surgical Hospital and with relationships area nursing homes and assisted living facilities allowing smoother and seamless transitions for patients	Images (3)	As Sibley is located in the nations capital, with it's significant population, we have, over the years established excellent working relationships with numerous providers of varying levels of care, primarily assisted living, Nursing homes and program services, including partial hospitalization and intensive outpatient programs. Our social work team has worked diligently to become aware of local providers and the specifics regarding facility locations and interventions available.
11	Provides ECT for both inpatients and outpatients	Images (3)	Sibley has an excellent ECT program which provides treatments for both inpatients and outpatients. Sibley has four attending physicians who specialize in ECT treatments. This treatment intervention has allowed many patients to transform from a chronic depressive state to one of a brighter more hopeful future.
12	Financial Issues and payment arrangements	Images (3)	Sibley has positioned itself to be a resource for all members of the community. Reimbursement from governmental sources, such as Medicare and Medicaid are accepted as well as many of the private insurers. As part of the Hospital's mission, Sibley also provides charity care, and no patient is turned away for an inability to pay.

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Slide #	Description	Visual Image	Text for this image
13	What patients say about Sibley Memorial Hospital Behavioral Health Unit	<p style="text-align: center;">Images (3) Four—five quotes fade in and out on this slide</p>	Selected quotes—give me your three best about the program and three best about personal outcome of achievement from going to Sibley Memorial BHU
14	Conclusion	Images	<p style="text-align: center;">Final conclusion statement. Dan will write</p>