

STAND FOR COMMUNITY. STAND FOR BOONE.

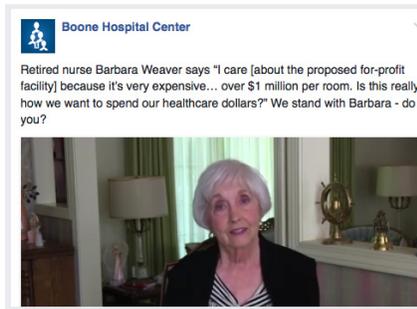
JOIN ME



CLIENT
BOONE HOSPITAL CENTER

PROJECT
HOSPITAL OPPOSITION PUBLIC
INVOLVEMENT CAMPAIGN

WOODRUFF

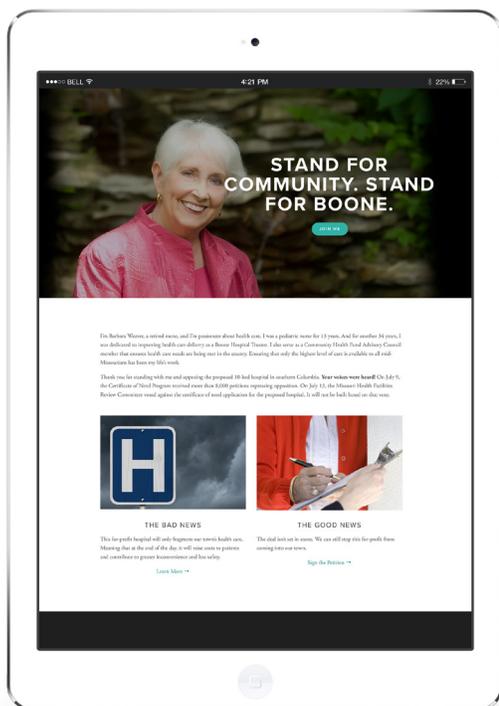


CLIENT

Boone Hospital Center (BHC) is a leading health care provider in Missouri, providing services to 25 mid-Missouri counties. Operated by BJC HealthCare, BHC has a reputation for excellence in cardiovascular medicine, obstetrics, neurology, oncology, orthopedics and surgical services.

CHALLENGE

In 2015, a global health care management company filed a Certificate of Need (CON) application in the state of Missouri for a 10-bed, \$38 million hospital that would be located in Boone County, part of the service area of Boone Hospital Center. The proposed hospital would offer only select surgical services that BHC depends on to maintain other services that are not self-sustaining, such as the emergency department, wellness programs and screenings. This could adversely affect quality of care, patient safety and costs. BHC needed to educate the community and persuade the Missouri Health Facilities Review Committee, made up of elected state officials, to reject the CON application for this new hospital.

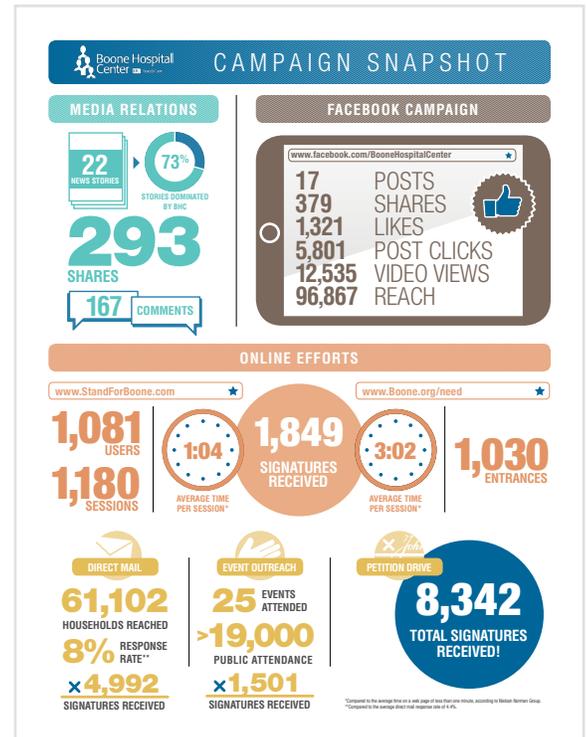


APPROACH

Working with Boone Hospital Center and BJC HealthCare, Woodruff developed a robust public relations plan to inform the community about critical facts regarding health care services and help shape opinion about the lack of need for this new hospital. The plan included media relations efforts, opinion articles, social media strategy and a cause-related website. The agency also assisted BHC in attending community events and executing a direct mail piece to more than 60,000 households focused on gathering petition signatures from Boone County and the surrounding affected area.

Barbara Weaver, a health care advocate in the community for 34 years, enlisted Woodruff to help with her campaign opposing the Certificate of Need application. A website, standforboone.com, and video featuring Weaver was created to build community awareness of the new hospital. Woodruff developed a schedule with Weaver to attend community gatherings and events, and coordinated media visits by Weaver and other influential leaders to inform reporters and editors of the issue.

Woodruff implemented a content strategy to garner community conversation about the future of Columbia's health care industry. Three opinion editorials were drafted on behalf of top medical professionals in the area and published in five area newspapers, with each focusing on geographical issues, high cost of care, patient safety concerns and the questionable need for the new hospital. A social media plan was developed and executed on BHC's Facebook page that included sponsored posts and videos targeted at forming an opinion and driving the audience to sign the petition.



RESULTS

Boone Hospital Center and BJC HealthCare were victorious in rallying community support and public opinion that the proposed new hospital was not right for Boone County. A total of 8,342 signatures were received on the petition in opposition of the new hospital, exceeding the goal by 66 percent. The Missouri Health Facilities Review Committee rejected the Certificate of Need with a 5-2 vote against the application. News reports stated that BHC had been a vocal opponent against the proposed facility, making a case for the threat this new hospital would be to the viability of existing area hospitals.

