

Midwest Fetal Care Center

The Midwest Fetal Care Center is a collaboration of Children's Hospitals and Clinics of Minnesota, Abbott Northwestern Hospital, Minnesota Perinatal Physicians and Pediatric Surgical Associates.

The Challenge

As part of its overall marketing plan, the Midwest Fetal Care Center sought to create program awareness among referral sources, distinguish the Midwest Fetal Care Center as the fetal care destination for expecting moms and families, and inspire donors to fund program growth and advanced fetal care center. The internal marketing team had determined the desired deliverables, but lacked the in-house resources to complete the work.

The Solution

Having defined the project's objectives and action items, the Midwest Fetal Care Center hired Foley Outsource Communications to manage the project, which included:

- ▶ Program capabilities brochure
- ▶ Sales sheet targeted to referring physicians
- ▶ Biographical flier introducing physicians and other team members
- ▶ Website content
- ▶ Patient education sheets on more than a dozen complex treatments and procedures
- ▶ Virtual tour video
- ▶ Six educational videos on complex treatments and procedures targeted to patients
- ▶ Testimonial videos of patient success stories.

Throughout the duration of the work, Foley served as an extension of the internal marketing team, attending regular meetings with physicians, product line managers, and other key stakeholders.



The scope of work included research and copywriting of all printed pieces; development of website content; on camera interviews of physicians on various maternal/fetal medicine topics; coordination of video scheduling and production; physician review of patient education materials.

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Capabilities Piece



Website



Physicians Sales Sheet



Team Flier