



**For Immediate Release**

**New Advertising Campaign Promotes Hospital Innovation and Services  
*Broad outreach includes variety of communications vehicles***

**HUNTSVILLE, TEXAS (Nov. 10, 2008)** – A new advertising campaign developed to communicate the new services and changes Huntsville Memorial Hospital has implemented to better serve the surrounding community now and in the future, launched this week, November 9.

"There are a lot of new and improved services and innovative programs at the hospital," said Sally Nelson, CEO. "So, we are excited about getting the word out to everyone that Huntsville has an excellent community hospital that's offering an even higher quality care."

The advertising campaign features Nelson in various local settings, including the Café Texan, Bowers Stadium, Master Gardeners Greenhouse. Much like she already does, the ads show Nelson informing the community about various aspects of the hospital's resources and services.

Services and innovations featured in the campaign include reduced wait times in the emergency room, physician recruitment and new technology.

The campaign wanted to showcase the passion the HMH team has for the health of the community while reflecting the fact that they are friends and neighbors who excel in providing quality healthcare in Walker County.

**"Before you can improve a community's health care, you have to take its pulse."**  
-Sally Nelson, HMH CEO

★★★★★

When Sally joined our hospital as CEO, she didn't just go to work for Huntsville Memorial, she went to work for all of Huntsville — reinventing health care to meet the community's needs. That's why you'll see Sally around town, listening and learning. Watch for her when you're out and about. More importantly, watch for the resulting innovations and advances that make Huntsville Memorial better than ever.

**HUNTSVILLE MEMORIAL HOSPITAL**  
an affiliate of Memorial Hermann Healthcare System

Down to earth and up to the minute.

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Call today for a physician referral: 936+201-4495

"The over-arching message *Down to earth and up to the minute* focuses on the fact that the hospital is innovative in its approach to providing the services our community needs, but that we are also emphasizing the personal care and attention that patients want and expect from a community hospital," said Karen Bilsing, director of marketing. "When we thought about how to best communicate the changes that have occurred at the hospital over the last year, Sally's natural charismatic personality seemed like the perfect way to showcase the personal care and attention we try to provide for every patient."

The campaign includes radio, billboard and newspaper advertising along with direct mail outreach. A new web site, signage and marketing materials will also be developed to help communicate the hospital's range of services and care.

### **About Huntsville Memorial Hospital**

*Since 1927, Huntsville Memorial Hospital has provided benevolent and charitable health care services, setting the standard for quality, proficient health care for the residents of Walker County and the surrounding communities. At Huntsville Memorial, we have great people who are passionate about your health. We have outstanding physicians, motivated leadership, and compassionate staff. We are your friends and neighbors – dedicated to excellence in everything we do – right here at home.*

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