



In 1955, Holy Cross Hospital in Fort Lauderdale opened its doors and quickly became one of South Florida's most beloved hospitals, providing impeccable specialty care and an award-winning birthing center. To celebrate its 50th anniversary appropriately, Holy Cross launched a heartfelt marketing campaign to raise awareness of the hospital's distinguished history to the residents of South Florida. Through print, television, and direct-mail advertising, the hospital reached its target audience: adults 25 and older in South Florida. Treating the anniversary as you would a family member's milestone, Holy Cross also produced impressive collateral, such as a multi-colored book with highlights of the hospital's history. With black-and-white photos from the early days and current photos of staff, the book reads like a photo album of memories. On this page are two examples of the campaign's print advertisements, as seen in newspapers and local magazines.

50 years of caring

**Thanks to our past,  
you can have  
hope for your future.**

Our 50 years of dedication to excellent health care have resulted in the nationally recognized Michael & Dianne Bienes Comprehensive Cancer Center. We're the first community hospital in the U.S. to be named as a local treatment partner of the National Cancer Institute, which means extra access to federal clinical trials and experimental treatments. So we can offer you the very best care as well as hope for the future.

Put your faith in us.

**Holy Cross Hospital**  
Michael and Dianne Bienes  
Comprehensive Cancer Center

For a physician referral, call  
**866-4HC-DOCS.**

4725 North Federal Highway, Fort Lauderdale | www.holy-cross.com/cancer

50

**We've thrived over the past  
50 years, and so has the community.  
Coincidence?**

Since we first opened our doors 50 years ago, this area has experienced quite healthy growth. We like to think we've had some part in that. Sponsored by the Sisters of Mercy and dedicated to serving the community, we've always been a center of state-of-the-art medical care. In fact, HealthGrades, the leading independent healthcare quality company, gave us the 2005 Distinguished Hospital Award for Clinical Excellence. This places us among the top 5% of hospitals nationally for overall clinical care. We invite you to join us in celebrating our anniversary and in looking forward to the next 50 years.

Put your faith in us.

For a physician referral, call  
**866-4HC-DOCS.**

**Holy Cross Hospital**

A member of Catholic Health East, operated by the Sisters of Mercy | 4725 North Federal Highway, Fort Lauderdale • www.holy-cross.com

**Holy Cross Hospital**

551 beds, Fort Lauderdale, FL

Contact: Maria Soldani, executive director of public relations and marketing  
*msoldani@holy-cross.com*

Agency: Brown Parker & DeMarinis Advertising, Inc.

Agency contact: Jason Brown  
561/276-7701, Ext. 206

Objective: To raise awareness of the hospital's distinguished history and 50th anniversary of providing award-winning healthcare to southern Florida.

Target: Adults 25 and older in South Florida

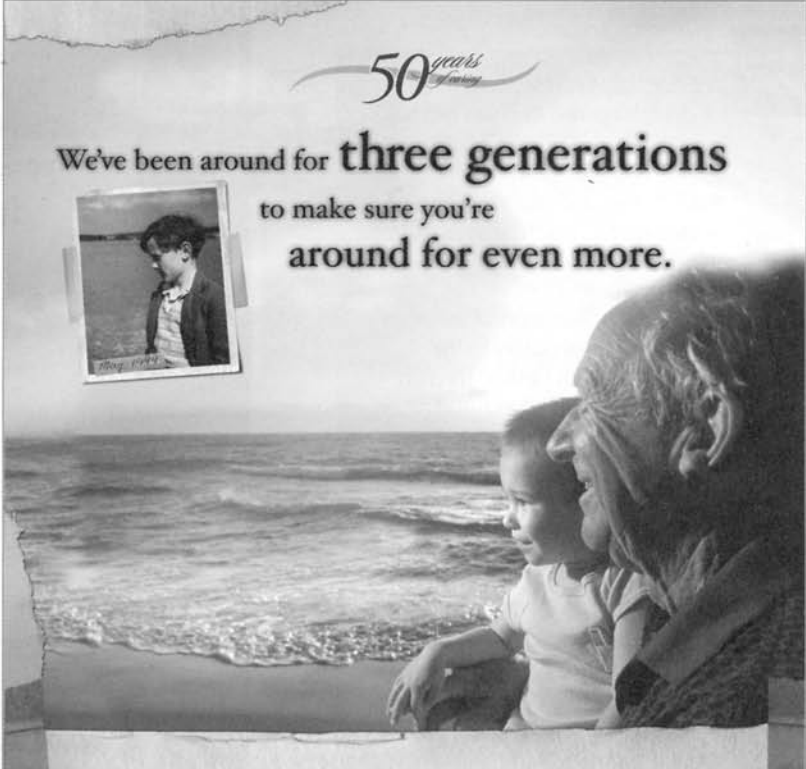
Media: Television, print, direct mail, collateral

Web site: *www.holy-cross.com*

# Anniversary


*50 years*  
of caring

We've been around for **three generations**  
to make sure you're  
around for even more.




We've given our hearts and minds to this community for 50 years. And it shows. We're rated the **best hospital in Fort Lauderdale for overall cardiac services in 2004** by HealthGrades, the leading independent healthcare quality company. They also gave us **5-Star ratings** for cardiac interventions as well as the treatment of heart attacks and heart failure. So you can put your faith in us for the very best cardiac care, now and in the future.

Put your faith in us.



**Holy Cross Hospital**  
**Jim Moran Heart and Vascular Center**

For a physician referral, call  
**866-4HC-DOCS.**



4725 North Federal Highway, Fort Lauderdale | [www.holy-cross.com/heart](http://www.holy-cross.com/heart)

*50 years*  
of caring

Getting older means getting better.  
Trust us, we know.



We've been providing orthopaedic care since Holy Cross Hospital first opened its doors in 1950. Since then, we've only gotten better. We are 5-Star rated by HealthGrades, the leading independent healthcare quality company, for total knee replacement surgery as well as back and neck surgery. Which means as your body gets older, who knows, it might just get better.

Put your faith in us.



**Holy Cross Hospital**  
**Orthopaedic Institute**

For a physician referral, call  
**866-4HC-DOCS.**



4725 North Federal Highway, Fort Lauderdale | [www.holy-cross.com/orthopaedics](http://www.holy-cross.com/orthopaedics)



Above and at right are two more print ads of Holy Cross' 50th anniversary. All of the print ads share the same tagline: 50 years of caring. These two print ads promote the hospital's orthopaedic institute and heart and vascular center, respectively.

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# Anniversary



These images show the campaign's direct-mail effort, as well as two posters that were displayed internally at the hospital.

