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Point to Point Announces New Healthcare Focus; Expands Operations to Virginia, Hires Healthcare and Consumer Branding Expert Robin Segbers

September 3, 2008 (Cleveland, OH) – Point to Point, a full-service marketing communications firm based in Cleveland, has announced the creation of a new operating division – Point to Point Healthcare - to help healthcare organizations gain greater share of customer and market.

“Consumer-driven healthcare is no longer a point of view, it’s a rapidly emerging reality,” said Point to Point Healthcare’s President Mark Goren. “To succeed in the marketplace hospitals, healthcare providers and manufacturers of healthcare products need to align their business, brand and communication strategies around their consumers. They need to create what consumers are increasingly demanding -- compelling experiences and strong brands. Point to Point Healthcare will help healthcare providers become more consumer-centric in order to compete more effectively.”

In addition to becoming a healthcare-focused firm, Point to Point Healthcare has hired branding and consumer-centric business expert Robin Segbers who will serve as Vice President of Point to Point Healthcare and operate out of the firm’s new office in Virginia Beach, Virginia. Segbers has more than 25 years experience in brand strategy and development, brand communications and marketing strategy in the healthcare and consumer packaged goods industries. She has worked with notable companies such as Phillips Medical Systems, Pfaltzgraff, Sherwin Williams, Sky Bank, Goodyear, Diebold, White Westinghouse and Ross Laboratories. Prior to joining Point to Point Healthcare Segbers was a senior consultant for The Strategy Group, a healthcare consultancy based in Norfolk, Virginia. Before that she served as manager of planning services for Marcus Thomas LLC; executive vice president and director of brand building for Brokaw, Inc. and product manager for J.M. Smucker Company.

“Healthcare providers’ brand strategy and business strategies are often out of sync. The strongest brands’ business strategies support and reinforce their brand strategy. However in healthcare, marketing and operations rarely work together to deliver on their brand strategy and the result is an inconsistent experience for consumers within the health system” said Segbers.

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“Consumers wield rapidly growing influence and purchasing power over healthcare decisions. However the majority of Americans are frustrated with healthcare providers’ empty promises,” said Segbers. “Many hospitals today are advertising their brand promise creating consumer expectations. But when consumers utilize services, their expectations are not met and the advertising and brand have lost credibility. Only consumer-centric healthcare providers will be able to win and sustain their loyalty.”

To create successful, consumer-centric healthcare brands Point to Point Healthcare will help clients:

- (1) identify and correct gaps between their brand strategy, business strategy, consumer experience and communication
- (2) define differentiating brand and business strategies that are relevant and meaningful to their target consumers
- (3) create and implement service line strategies to consistently and credibly deliver on their unique brand promise
- (4) design branded experiences to raise areas of low patient and caregiver satisfaction, build consistency in delivering the brand promise, and create ‘wow’ experiences to generate positive, powerful word-of-mouth marketing
- (5) create and implement communication strategies to inspire internal and external audiences and create accurate expectations for brand delivery

“Consumers’ trust in institutions is eroding while their trust in other’s experiences is strong and growing,” said Segbers. “We look forward to helping organizations build and deliver brands that people care about, trust and want to tell others about.”

Segbers can be reached at rsegbers@buildamovement.com or (440) 823-3643.

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