



Hospitals & Health Care

For a more creative diagnosis, call our Hospital & Health Care expert, Doug Voegtle.

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Our creative director is hooked on health care.

Long ago, Doug was a staff copywriter in Chicago (BBDO, Cramer-Krasselt, Lowe Lintas) working on consumer package goods like Brach's Candy, Jim Beam, Wrigley Gum and Pepsi. Not the healthiest diet in the world.

Then one day, Doug wrote his first health care copy, a print ad for a hospital drug addiction program. He's been hooked on health care ever since.

Doug's vast health care resume includes surgical devices, hospitals, pharmaceutical and OTC drugs, disease management, health education initiatives, lifestyle re-engineering, fitness equipment,



Doug offers our hospital and health care clientele 25 years of comprehensive marketing know how.

health plans, foods and beverages, and of course, awards for best medical advertising. One of his more memorable projects required that he spend a day observing six brain and spine surgeries, at extremely close range. Today, Doug is one of our BrandSMART workshop leaders, and the positioning brain behind all of our work.

Through Consulting A La Carte — a consulting only service of Glowac+Harris — Doug can deliver freelance strategic direction, like he did recently for a national awareness campaign for the Alzheimer's Association.

Call Doug at 630-215-4759, even if it is just to get a second opinion.

Good marketing medicine for Physicians Plus.

Client: Physicians Plus, a managed care organization in south central Wisconsin, offers cutting-edge health plan products.

Challenge: Physicians Plus was seen as a commodity and needed competitive sales tools that were distinct, yet in sync with their B2B and consumer advertising.

Response: Our creative design approach and collateral system solution was so extendable that it has been applied to unify the website and other customer touch points.

Results: "The Glowac+Harris design captured the emotion of who we are, and that creative platform is still resonating through our communications three years later." — *Kathryne Auerback, Director of Marketing, Physicians Plus*

