



How Did We Do It? New Facility. New Market. A Shoestring Budget to Launch.

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Outline/Agenda

- UT Southwestern Medical Center
Expanding Our D/FW Physical Presence
- New RedBird Ambulatory Center
Going Beyond a Facility Opening
- Understanding Stakeholders
- Giving Outreach and Marketing a Voice
Planning & Positioning
- Surprises Along the Way
- Scaling Engagement
Old & New Friends
- Results
- Key Takeaways



Learning Objectives

1. Creating influence to give marketing and outreach a voice
2. Appreciating the uniqueness of facility launches vis-à-vis other marketing activities
3. Understanding how the right technology partners creates opportunities to scale patient engagement strategies to reach stakeholders and attract patients



UT Southwestern Medical Center

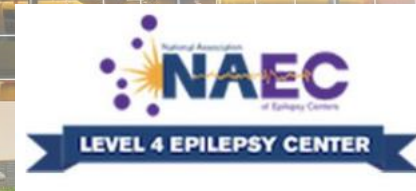
Tied for #1 in Texas,
Top 20 in the nation



Nationally ranked in
11 specialties

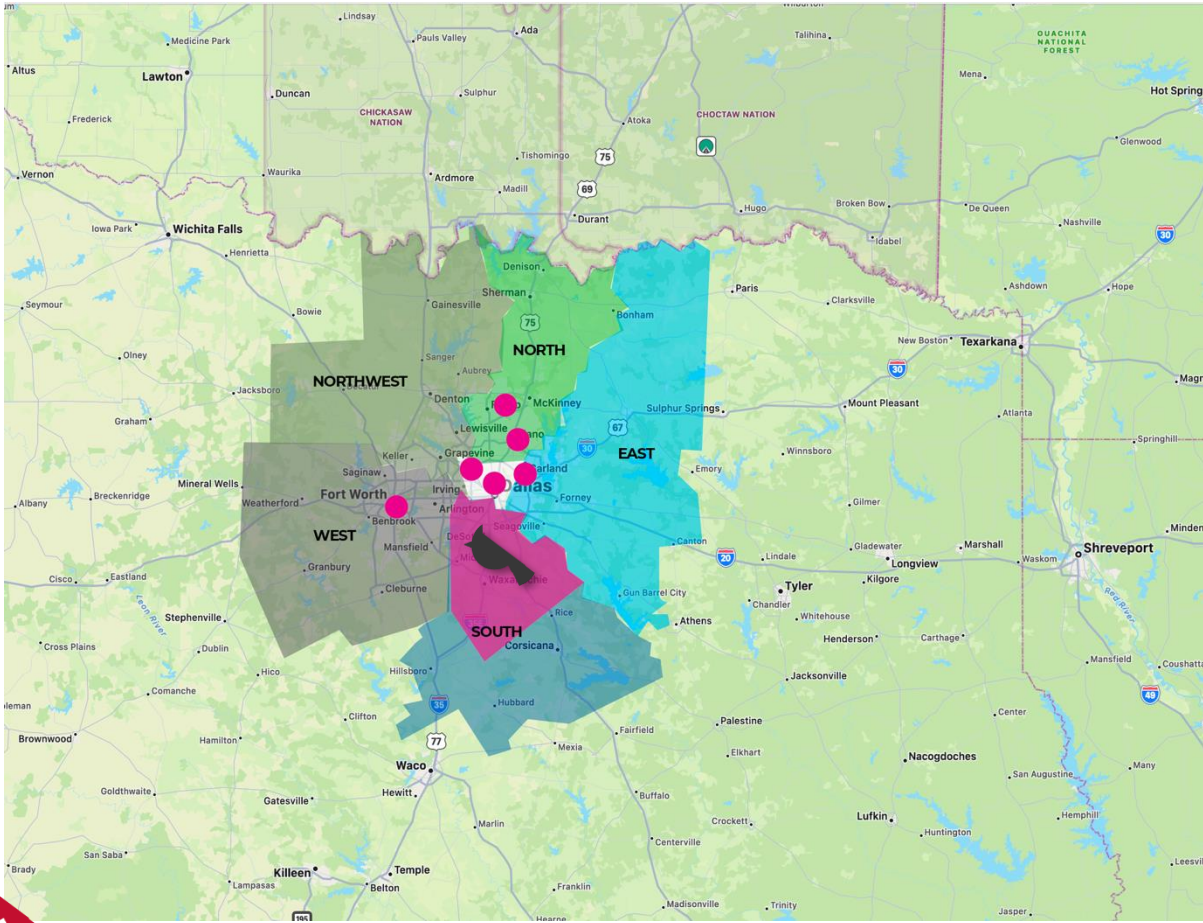


UT Southwestern William P. Clements Jr. University Hospital



150,000 Square Foot Multidisciplinary Ambulatory Center

Expanding
UT Southwestern's
Physical Presence
In Dallas/Fort Worth



State-of-the-Art Regional Medical Center Serving Southern Sector Communities





UT Southwestern Medical Center at RedBird Going Beyond a New Facility Opening



RedBird Programing

Extends UT Southwestern Network of Care

- Primary Care
- Neurology
- General Cardiology
- Cancer
- Infusion Therapy
- Women's Services
- Mammography
- Advanced Imaging
- Pharmacy
- Diabetes Management
- Culinary Medicine

Nationally-ranked
Heart Care
coming soon.



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Medical Center

Mamografía
de última generación

UTSouthwestern
Medical Center



Diverse Community

- 220K approximate insured population
 - 62% Insured
 - 38% Underinsured or Uninsured
- All backgrounds, income levels, ethnicities, occupations, religious beliefs
- Largest area of middle-income households in Dallas
- Approximately 14K current UTSW patients in service area
- 1K+ UTSW employees



Reimagine RedBird

Redevelopment of Historic RedBird Mall

- Creating destinations, critical mass, and additional density
 - Businesses/Employment
 - Restaurants
 - Retail
 - Housing
 - Health Care



Understanding Stakeholders



Gaining Insights

- Pre-Pandemic
 - Pre-Construction Listening Sessions
- Pandemic
 - Online Focus Groups
 - Government Officials Outreach
 - Business & Chamber Meetings



Giving Outreach and Marketing a Voice. Planning & Positioning



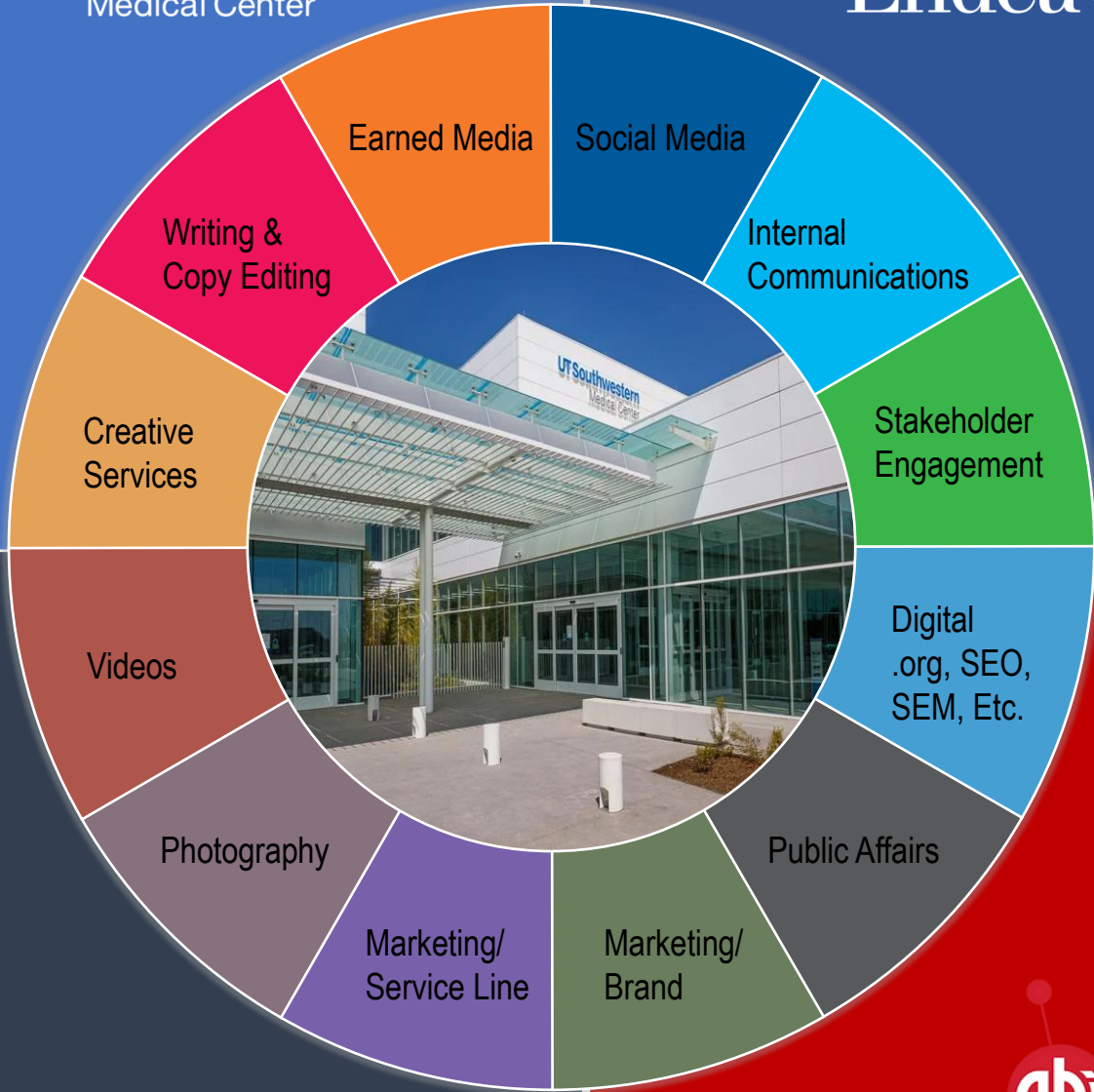
Bringing our best to you
at RedBird.

Opening Summer 2022

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Endeavor



Internal Team & Partners

 **SLINGSHOT**

 **abi**





External

Community Skepticism
About UT Southwestern
& RedBird Location



Internal

Misconceptions About RedBird Community & UT Southwestern Opportunities



Building Our Narrative. Staying On Message

We're Bringing Our Best to RedBird ...
a Commitment to Excellence, Innovation and First-Class Care.

**Nationally ranked care.
Outstanding new location.**

Open July 2022 RedBird



UT Southwestern
Medical Center



Surprises Along the Way!



**Scaling
Engagement.
Old Friends
& New Friends**

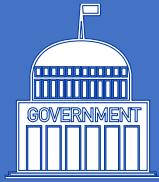


Juggling Change

Reshaping
Our Approach



Elected
Officials



Neighborhood
Organizations
& Homeowners
Associations



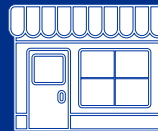
**RedBird
Community
Forum**

20 Leaders & Influencers

Outreach
to Churches



Businesses
& Chambers



Engaging Influencers & Leaders

Hiring Event

Regional Business Groups

Municipalities

Texas Workforce Commission

UT Southwestern HR

Join our
RedBird
team.

A red silhouette of a bird, likely a cardinal, is positioned to the right of the word "team" in the "Join our RedBird team." text.

UT Southwestern
Medical Center



Promoting Opportunity

- 23 Historically Underutilized Businesses & Minority and Women-Owned Businesses Providing Services and/or Materials for Construction
 - \$35+ Million Finish Out
 - \$18.5 Million Contracted with HUB/MWBEs -- Providing Services and/or Materials for Construction

Updating Community Leaders & Influencers

- Build Interest
- Communicate Progress
- Reinforce UT Southwestern Medical Excellence
- Bolster Information Sharing



UT Southwestern Medical Center at RedBird Set to Open Next Summer

We're transforming our new home at RedBird to become a state-of-the-art regional medical center. Our goal is to join the Southern Dallas County community and make UT Southwestern's best-in-class care more accessible and convenient for people who live and work in the area. The new medical offices will be part of the triumphant return of RedBird, a historic mixed-use development in Southwestern Dallas County.

A broad range of first-class care will be offered to prevent and treat illnesses. This includes primary care, along with heart, cancer, and neurology - all specialties ranked among the nation's top 25 programs by *U.S. News & World Report*. Diabetes management, advanced imaging, mammography, infusion therapy, lab and pharmacy services, among others will also be offered.

Whether a patient needs help managing high blood pressure medications, understanding long-term COVID-19 health issues, or receiving cancer treatments, they can expect to receive expert care from UT Southwestern RedBird's doctors, nurses, and other members of the medical team.



UT Southwestern RedBird's two-story atrium will feature an open air design with welcoming swaths of natural light.



Strength of Social Media

BRINGING OUR BEST IN HEALTH CARE TO REDBIRD




BEST HOSPITALS
US News & World Report
RANKED IN 9 SPECIALTIES
2021-22

Atención experta para pacientes desde adolescentes hasta adultos mayores.



Dr. Humza Siddiqi, Primary Care at RedBird.



UTSouthwestern Medical Center

New LOCATION AT REDBIRD. SAME OUTSTANDING HEALTH CARE.



UT Southwestern has been selected by U.S. News & World Report as the No. 1 hospital in Dallas-Fort Worth — for the sixth year in a row.

UTSouthwestern Medical Center



HIRING FAIR
Non-Medical and Medical Jobs

Our state-of-the-art regional medical center is opening at RedBird. We are hiring for UT Southwestern Medical Center at RedBird, plus our other locations in Dallas/Fort Worth. Explore outstanding career opportunities at our new location, along with comprehensive healthcare coverage and other exceptional benefits.

April 27, 2022 9am - 7pm
Duncanville Fieldhouse
1700 S Main Street
Duncanville, TX 75137



Nationally-ranked Neurology coming soon.



UT Southwestern Medical Center

Invierta en su salud por ellos, y por usted. Atención primaria de UTSW próximamente en



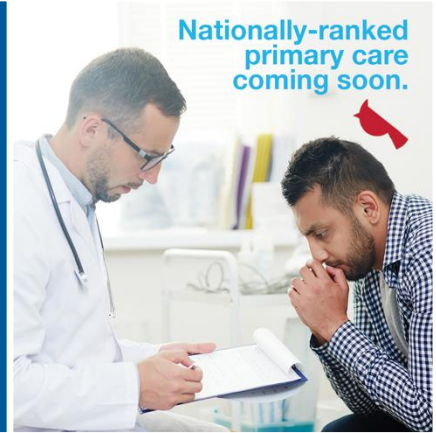
Now hiring.



Thank You Nurses



Nationally-ranked primary care coming soon.



Now hiring.

Estamos emocionados de abrir en RedBird.



Reaching Diverse Audiences



Nuestro enfoque en la salud de la comunidad lo tiene a usted en mente.

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Depression Screening.
Now a part of Primary Care.



Tome el control de la presión arterial alta.
Nuestros expertos médicos en atención primaria pueden

Building Employee Allies

- 23,000 UT Southwestern Employees
 - Community Members
 - Business Resource Groups
 - Employee Advisory Council





8.28.22
First Patient Day



Traditional Opening Events



[REGISTER NOW](#)

UT Southwestern
Medical Center®

JOIN
US
FOR

HealthFest

Grand Opening of
**UT Southwestern
Medical Center
at RedBird**

Saturday | Sept. 17, 2022 | 10 am – 2 pm

3450 W. Camp Wisdom Road, Dallas, Texas 75237

Celebration

HealthFest: 2000+ Attendees



REGISTER NOW

UT Southwestern
Medical Center.

JOIN
US
FOR

HealthFest

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Saturday | Sept. 17, 2022 | 10 am – 2 pm
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Bringing Our Best to RedBird

- Community Excitement
- Physicians – *Patient Appointments*
- Health Information Sessions at Capacity
- 200+ Employee Volunteers
- 20+ Community Partners
- VIP Attendees



How'd We Do It? New Friends. Old Friends.



Key Results

Median **social media engagement rate** on social media was **3%**, much higher than the industry rate of **.0022%**

Strong **HealthFest ROI** with more than **32%** of attendees tracked converted to patient appointments as of June 2023

UT Southwestern RedBird services and physicians receiving overwhelmingly positive ratings from patients



Three Key Takeaways

1. Be a Source of Strategic Information
 - Listening Sessions
 - Focus Groups
 - Ongoing Community Input/Community Forum
2. Scale Connections Sources
 - Social Media
 - Identify and Activate Initiatives with Select Community Partners
3. Create Excitement
 - Internal & External
 - Wow Factor Event – Opening Celebration







Questions?

Please be sure to complete the session evaluation!

