

Welcome to  
Better Health

A Weekly Update  
for Asante Employees

Every patient,  
every day, every time.

# ASANTE® News

ASANTE ASHLAND COMMUNITY HOSPITAL | ASANTE PHYSICIAN PARTNERS | ASANTE ROGUE REGIONAL MEDICAL CENTER | ASANTE THREE RIVERS MEDICAL CENTER

## Asante Reaches (Local) Super Bowl Audience

It didn't reach as many households – or tug as many heart-strings – as Budweiser's top-rated "lost puppy" spot, but Asante joined the ranks of Super Bowl advertisers this year with its own "Built Better" ad that touts the organization's selection by Truven as one of the nation's 15 Top Health Systems.



Asante's local ad – broadcast to households throughout the southern Oregon viewing area of NBC affiliate KOB-TV – also cost a tiny fraction of what the advertising world's heavyweights spent on their Super Bowl spots. Asante's cost for its 30-second ad was just over 4 cents for each of the 80,000 households in the local viewing area, while some national advertisers paid \$4.5 million to air their half-minute messages.

Television advertising is one of Asante's most visible means of communicating with its communities in southern Oregon and northern California.

The "Built Better" commercial, one of two Asante television ads that debuted late last fall, has been airing locally since early November. Both ads feature a familiar narrator of the Asante

story, and focus on Asante's inclusion in the Truven 15 Top Health Systems list for two consecutive years.

The spot that aired during the Super Bowl uses a construction analogy to show that Asante performs better because the organization is [built better](#). The other current Asante ad points out that the organization [shines brighter](#) than most of the 300 other health systems in the U.S. Both Asante ads end with the line: "Welcome to better health."

The campaign reinforces Asante's position as the preferred health-care provider in its nine-county region, as validated by national recognition and awards from independent rating organizations for the quality of care offered to Asante patients.

Asante News is published every Monday. Deadline for submission of articles is every Thursday. Send via e-mail to [asantenews@asante.org](mailto:asantenews@asante.org).

**Question or suggestions:** Call Communications and Marketing at (541) 789-3510 or extension 13510.