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NEW YORK'S HOMETOWN NEWSPAPER

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## METRO NEWS

### Jacobi Med Center rolls out succinct new slogan

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AS THE PARAMEDICS strap patients to the gurney, Jacobi Medical Center hopes the sick or injured person remembers the hospital's reputation for emergency care and can utter the words of its new advertising slogan.

The words "Take me to Jacobi" will stretch across several MTA buses in Manhattan and the Bronx in an attempt to publicize the hospital's brand-spanking-new hospital building housing its emergency care and surgery facilities.

"Most patients who come to our ER have little say in the matter," said William Walsh, Jacobi's executive director, "but for those in the know, the name 'Jacobi' means an outstanding track record as a trauma center."

Jacobi, a teaching hospital long known for treating injured cops and firefighters, recently completed its move to a new \$173 million building at Pelham Parkway South and Eastchester Road, less than a mile from the Albert Einstein College of Medicine, its affiliate.

The new hospital has 344 inpatient beds in private and semi-private rooms, as well as an intensive-care unit, adult and children's emergency departments, a burn unit, a same-day-surgery suite and a full floor devoted to imaging and diagnostics.

All that information could probably fit on the 12-foot-long advertisements on the sides of express buses running between Manhattan and the Bronx, and inside some local Bronx buses. But the hospital decided to keep the message simple.

"The campaign reinforces the message that when an important choice is to be made by patients and their doctors, the new Jacobi is a good choice for those seeking a quality local hospital," said Mary Connor of Weinrib & Connor, the advertising agency that created the ads.

The hospital hopes the campaign and its new building will also bring in patients in need of nonemergency treatment.

Besides its highly regarded burn center, Jacobi has a regional stroke center, a multiperson hyperbaric chamber and neonatal intensive care/regional prenatal center.

"We think the bus advertising is an efficient and cost-effective way to get the word out that we are ready not only for emergency care, but for elective admissions as well," Walsh said.