

FOR WHAT DOES
YOUR HOSPITAL
DESERVE AN
AWARD?

HOW DO YOU
DESCRIBE YOUR
HOSPITAL TO A
FRIEND?

"I WANT A HOSPITAL
JUST LIKE MINE."
WHAT DOES THAT
MEAN?

WHAT WOULD A
FRANCHISE OF
YOUR HOSPITAL
LOOK LIKE?

WHY DO YOU
THINK CLIENTS
COME TO YOU?

WHAT'S YOUR
HOSPITAL'S
TAG LINE?

WHAT WOULD
YOU MISS FROM
WORKING THERE?

WHAT IS YOUR
HOSPITAL'S
ELEVATOR SPEECH?

WHAT WOULD
YOUR HOSPITAL'S
PLAQUE SAY?

WHAT DO YOU TELL
YOUR FRIENDS IS
THE BEST PART OF
YOUR HOSPITAL?

WHY DOES YOUR
BEST CLIENT
REFER HER
FRIENDS TO YOU?

HOW WOULD THE
MOVIE TRAILER OF
YOUR HOSPITAL
BEGIN?