

**Key  
Marketing  
Words:**

# Quality Care Reputation

Good hospitals know that reputation is directly related to hiring and training compassionate motivated staff at all levels. A key motivator is the opportunity for career growth. Jack Cantwell created the right slogan for Good Samaritan Hospital (GSH) to recruit new RNs and others. It was **GSH – Growth Starts Here.**

Like any marketing challenge, the process always starts with a focused understanding of the mindset of the target audience (in this case, nurses) Let me put my years of successful experience both practicing and teaching marketing to work in concert with you. There is no obligation for the first meeting.

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**We Plan. I Write, You Win.**