

River Park looks to give birth to your positive baby stories

River Park Hospital is looking for families who delivered their babies at River Park to come forward and share their good experiences in the Family Birth Unit. The content will be used in an upcoming advertising campaign that will feature babies born at the hospital.

Every year patients throughout the hospital's eight-county service area come to deliver their babies at River Park's acclaimed Family Birth Unit. Under the direction of Jennifer Grady, the staff of the Family Birth Unit has become well known for its emphasis on patient care, safety and satisfaction.

In 2008, 578 babies were born at River Park.

"We're looking for people with stories of great care and great experiences in our Family Birth Unit. Of course, it's an amazing experience every time a baby is born, so there shouldn't be any shortage of stories people want to share," says Grady.

River Park marketing director Claudia Hall adds, "Patient care is one of our highest priorities and we, along with the entire community, love to hear positive and uplifting stories from members of our own community. These ads provide a forum for people to share those stories."

River Park did a similar ad campaign last year that featured stories of patients whose lives were saved or changed as a result of the work done by River Park staff. With this new campaign they have chosen to showcase more stories of great care and great experiences at River Park Hospital and this year it's



Photo provided

Healthy babies like this one are born nearly every day in River Park Hospital's Family Birth Unit. The hospital is asking satisfied parents to share their baby memories at River Park.

all about babies.

The ads will not only spotlight the babies and their stories but will also recognize physicians and other Family Birth Unit caregivers who played roles in the stories. Four baby stories will be chosen. Babies featured must be 18 months old or younger and will participate in a professional photo shoot and will be featured in ads on the two digital outdoor billboards in Warren County and in multiple print ads.

Those with baby stories are asked to call 815-4349 or to e-mail inquiries@riverparkhospital.com. Visitors to the Web site at www.riverparkhospital.com will be given an option on the home page to tell their River Park baby stories.

River Park plans to keep the "Share your story" part of the Web site open indefinitely, but asks those interested in having their baby story featured in the ad campaign to submit their stories by Wednesday, Aug. 5. The families of the four babies chosen will be contacted by Aug. 8 and invited to the photo shoot to take place the following week.

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