



# The Bottom Line

by Chuck Morris

## Right Message + Right Time + Right People = Success Part I: Right Message

Once upon a time, there was a little brand named Coca-Cola™. It was the 1920's and Coke™ was expanding rapidly around the world. In China, shopkeepers were having a hard time spelling the product's name in Chinese characters while keeping the same pronunciation. The literal translations of the characters, depending on the dialect, ranged from "bite the wax tadpole" to "female horse stuffed with wax."

Horrified, Coke launched a contest to come up with the best translation. The winning entry was by a professor from Shanghai, which translated into "happiness in the mouth" or "may your mouth rejoice."

Today, as we all know, Coca-Cola is the number one brand in the world.

Though it is a consumer brand and very different from marketing healthcare, Coke's lesson should not be lost on healthcare practitioners that want to market their services effectively. People respond to messages very differently. What they

## Grand Rounds

### St. Barnabas Employee Honored

CHATTANOOGA — A St. Barnabas Senior Living Services employee received the Caring Hearts Award from the Southeast Tennessee Alzheimer's Association at today's Caring and Coping Conference.



Lisa Bruce

Lisa Bruce, a certified nursing assistant, was recognized for her outstanding service to residents of St. Barnabas as a front-line caregiver. She was nominated for the award by the St. Barnabas clinical management team.

"When Lisa sees a need, she takes the initiative to meet it," said Donna Rutherford, director of nursing. "She gives 110% to the residents."

Ms. Rutherford said Ms. Bruce's dedicated service, no absences, and

willingness to work extra days as needed was noteworthy. Ms. Bruce also showed an interest and aptitude in cross-training in as many different areas as possible.

"I love working with the residents," said Ms. Bruce of her three years at St. Barnabas.

"I just keep thinking, 'This could be my mom.'"

Ms. Bruce plans to build on her twenty years' experience in geriatric care by pursuing a nursing degree at Chattanooga State Technical Community College.

The awards ceremony took place at Concord Baptist Church as part of the organization's annual educational conference.