

Web site reaches parents in a new way

This spring Rosecrance launched a new outreach campaign that speaks directly to parents about the often difficult decision to seek addiction treatment for their child.

“We know from experience that parents are overwhelmed when they realize their child needs treatment,” explains Janis Waddell, Senior Vice President for Marketing. “Not only do parents have to come to grips with their child’s addiction issues, but now they need to filter through a mass of information when all they want to know is this: ‘Can you help my child?’”



Janis Waddell, Senior Vice President of Marketing, and Kelly Dinsmore, Director of Business/External Relations, review the new brochure that complements the parent-focused www.RecoveryStartsHere.com web site.

Working with the marketing firm Remedy, specialists in the healthcare field, Rosecrance designed several tools that help guide parents. The first of these tools is a uniquely designed web site.

“When a parent visits this web site they see family snapshots. Pictures that could have come from anyone’s family album,” says Susan Rice, Director of Public Relations. “We want parents to know they are not alone, and their family can be restored.”

To learn what parents wanted, Remedy interviewed families who attended Rosecrance programs, families who didn’t and referral sources for feedback. One major question needed to be answered: What would make the decision to seek treatment for your child easier?

Referral sources indicated that all treatment program materials talked about the same things—nice facilities and excellent programs. Parents found the information overwhelming. The web site was designed to not give more information than a parent can process right away.

“There are questions and concerns that jump to the forefront for parents. This site deals with them right away,” adds Rice. “We’ve learned this isn’t the time to go into every detail of our program. That will follow.”

Visitors to this site will also notice it uses some different technology. “This site flows rather than jumps. Images slide past and the viewer catches glimpses of families together. It is much softer, more approachable,” Rice explains. “We want our parents to feel connected.”

Awareness of this new approach began in March through a series of radio advertisements playing on multiple stations in the greater Chicago area and a large-scale email campaign.

To experience this web site go to www.RecoveryStartsHere.com.

For a Free Confidential Assessment call 815-391-1000

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