

# Reputation: A Bridge To The Advertising Future



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connections with patients  
based recognition in getting  
treated found

Thecasesolutions.com  
Cleveland Clinic



Cleveland Clinic

By:  
Ashley Philo  
Mike Wagner  
Christa G.  
Shiva S.

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Weakness

complever patient information

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History

Founded in 1921 by four physicians  
One of the first medical specialty clinics  
In 1957 Dr. Harold G. Knicker performed the first  
coronary artery bypass operation



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## Thecasesolutions.com

Thecasesolutions.com  
*Strengths*

- connection with patients
- brand recognition is strong
- trusted brand

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*History*

- Founded in 1921 by four physicians
- One of the first nations multi-specialty clinics
- In 1967 Dr. Rene G. Favalaro performed the first coronary artery bypass operation

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*Weakness*

- caregiver patient information

*Opportunities*

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## *Weakness*

- caregiver patient information

*Opprtunities*

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