



# MINI USA: Finding a New Advertising Agency (B)

## Thecasesolutions.com

Thecasesolutions.com  
connections with patients  
local recognition in getting  
troubled board

Thecasesolutions.com  
Cleveland Clinic



Cleveland Clinic

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

Thecasesolutions.com  
*History*  
Founded in 1921 by four physicians  
One of the first cardiac multi-specialty clinics  
In 1987 Dr. Ravich, founder performed the first  
coronary artery bypass operation

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*Weakness*  
Larger patient information

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**Opportunities**






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## Thecasesolutions.com

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*Strengths*

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

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Thecasesolutions.com  
*Weakness*

- caregiver patient information

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**Opportunities**

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*History*

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



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## Cleveland Clinic



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## *History*

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## *Strengths*

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

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## *Weakness*

- caregiver patient information

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Opprtunities



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