



Prime Medical Property Group acquires, builds and delivers smart, move-in ready healthcare premises to doctors, dentists and medical services providers in Melbourne and beyond.

They contacted me to name a pioneering state-of-the-art community wellness complex they were developing in Craigieburn, north west Melbourne. The 8,000 square metre hub, the largest of its kind in the region, would accommodate radiology services, a pharmacy, day procedure suites, specialist treatment suites, a dental centre, chemotherapy, dialysis services, blood donor services and associated customer facilities once built out.

Name and tagline generated:

**The Radius Centre innovation | performance | service**

The name "Radius" maps directly to the medical-radiology services associated with the building and advances the concept of the hub as scientifically essential and elegant. It is also, of course, one of the major bones of the human skeleton.

"Radius" serves two additional meanings:

- It implies a circle that begins with the initial building design and ends with improving patient's lives, mapping directly to the client's mission statement.
- It implies a geographical radius that pulls in the target audience; specifically residents of rural north Victoria who presently have to travel many miles to receive specialist medical services.

These various layers of meaning make "Radius" extremely rich with marketing energy.

**Need to name your product or business? Contact me for a fair and friendly chat about your branding needs.**

## Case Study

### Client:

**Prime Medical Property Group**

### Project:

**Name and tagline for a state-of-the-art medical centre**

**JAYNE THOMPSON**

White Rose Copywriting

[www.whiterosecopywriting.com](http://www.whiterosecopywriting.com)