

BACKGROUND

St. Mary's Hospital is a small community provider located in Streator, Illinois. St. Mary's is part of Hospital Sisters Health System, a 13-hospital system based in central Illinois. In addition, the hospital is connected to a host of independent physician practices located across the Illinois Valley.

OBJECTIVE

Under new and innovative leadership, St. Mary's wanted to evolve and enhance its existing brand in the face of increased competition in its primary marketplace. Its mission was to be recognized as the provider of choice in the community, while remaining focused on its core Christian values. In addition, there was a need to leverage and subtly connect the physicians from a marketing perspective, while maintaining independence for each practice.

HIGHLIGHTS

Conducted a full assessment of the current 'state of the hospital' through a series of interviews and focus groups to benchmark and evaluate the internal perceptions of the hospital.

Developed an 'ownable' brand strategy to share the vision of St. Mary's and convey the hospital's key characteristics, Christian-based mission and attributes to better illustrate the hospital's true distinction.

Recommended a tagline of "Touching you with the Light of Hope" to illustrate the blend of compassionate care and medical expertise, while calling to mind the spiritual Mission behind everything the hospital represents.

Developed an icon using the hospital chapel's stained-glass windows as a representation of the distinction of the hospital, reinforcing the faith-based foundation.

Designed a new identity and communications system to illustrate the four core values of Respect, Care, Competence and Joy; crafted a message platform and brand architecture to communicate these to the various audiences.

Extended the "light" concept in the tagline and in the stained-glass windows via other umbrella and segmented marketing tools; internal newsletter ("Illuminations"), external magazine ("Light") and specialty bill inserts ("Spotlight on...").

Created and facilitated an internal vision-sharing program providing leadership with a strategy, message platform and definitive plan with which to achieve internal buy-in of the new brand's essence.

Built a more interactive website for patient involvement, complete with patient education e-newsletters, as well as an employee intranet, which created more seamless communication within the organization.

Constructed a true "network" of physicians and medical practices that are linked to, and leverage, the strength of the St. Mary's umbrella brand, yet retain an independent brand; shown here: Dr. Evers (All Family Care), Dr. San Gabriel (Streator Pediatric Practice) and Dr. Dickerson (Central Illinois Ear, Nose & Throat).

Continue to support leadership in the development and branding of segmented strategies to highlight a key service offering — including Lab Services and Sports Medicine — as well as product line development, such as Women's Health and Cardiovascular Services.

Hospital Sisters Health System
– St. Mary's Hospital



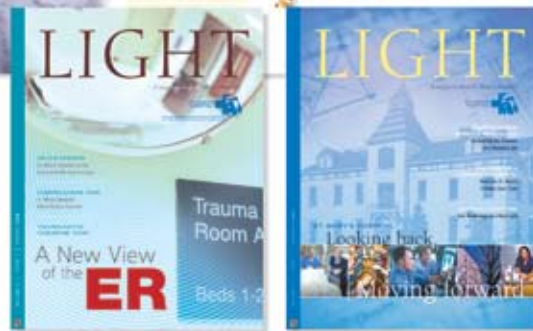
BROCHURE



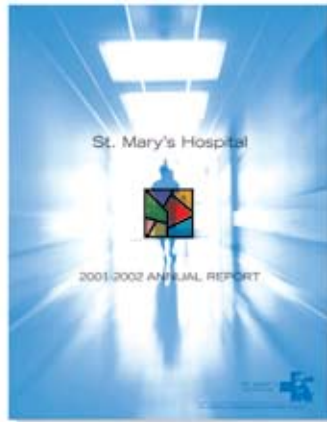
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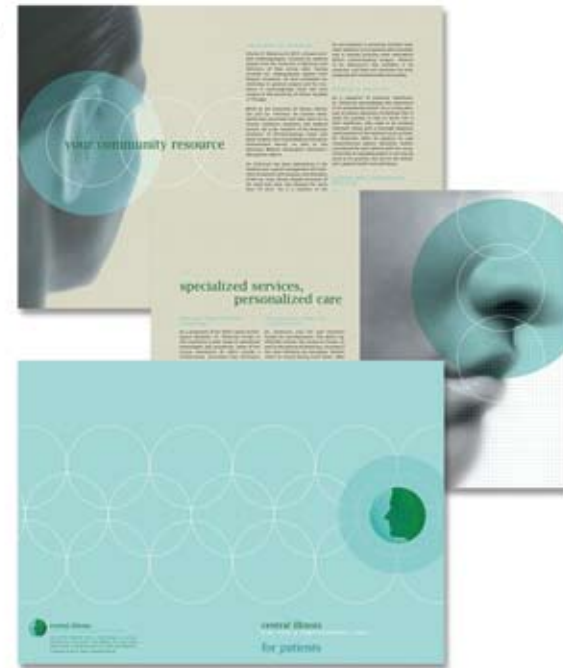
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CENTRAL ILLINOIS EAR, NOSE & THROAT BROCHURE



STREATOR PEDIATRIC PRACTICE BROCHURE

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