

BACKGROUND

St. Vincent Healthcare (SVH) is the flagship hospital for the Kansas-based Sisters of Charity of Leavenworth Health System. Located in Billings, MT, St. Vincent Healthcare is nationally recognized for outstanding services in Cardiovascular Care and Neurology/Neurosurgery, among others. The hospital has over 25 clinics throughout Montana and northern Wyoming.

OBJECTIVE

St. Vincent Healthcare was challenged with a history of "quiet humility" in marketing its services and staff, resulting in a reputation as the hospital for "compassionate care," not "clinical excellence." Hospital leadership believed that SVH required a repositioning strategy to change the region's perception of the hospital, highlighting SVH's talented medical staff, advanced clinical and technological competencies, and leading-edge research. The hospital's goal was to become the preferred healthcare provider throughout Montana and beyond.

HIGHLIGHTS

Conducted one-on-one interviews with executive leadership and physicians to unearth the unique aspects of the hospital's culture, and the key areas of clinical and technological distinction.

Conducted strategic discussions with marketing and community relations departments to develop marketing plan and key strategic themes.

Conducted multiple site visits to the hospital and affiliated clinics, and reviewed key competitor sites and marketing materials.

Developed an umbrella brand strategy for the hospital that married the hospital's healing Mission with its leading-edge clinical expertise. The umbrella brand, themed "Life's Calling," provided an inspirational statement with layered meanings:

- SVH physicians have chosen to become doctors, to live in Montana for the quality of life, and to practice medicine at SVH and be a part of the SVH family
- SVH is driven by a higher calling... a healing Mission to care for every member of the community
- A call to action: for people to choose SVH and to live in good health so that they may make the most out of life

By using the hospital's reputation for compassionate care to its advantage, "Life's Calling" married its healing Mission with its leading-edge expertise, showcasing its extraordinary health professionals in the context of their incredible commitment to the community.

Developed integrated marketing communications campaign highlighting outstanding SVH physicians and their advanced clinical expertise as the driver for enhancing the hospital's recognition and value in the marketplace.

Crafted internal and external communications programs to create campaign ambassadors and buy-in, attract new physicians to SVH, and generate widespread community exposure to the campaign.

Developed and implemented comprehensive marketing and media plan, translating the new campaign strategy across a wide range of core tools including: the creation and production of a powerful 60-second commercial, large-scale print ads and billboards, a physician directory, bus-wrap, bus and community benches, internal banners, direct mail, newspaper insert, physician letter, posters and online ads.

Created process for ongoing mining of hospital distinctions to be utilized in future campaign flights.

St. Vincent Healthcare





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