

BACKGROUND

Susan L. Evers, M.D., a family medicine physician in the St. Mary's Hospital network, was beginning her practice and opening two offices in the Illinois Valley, taking over a patient load from a beloved physician who was retiring his practice.

OBJECTIVE

Dr. Evers was looking for a practice name that would quickly identify her specialty as well as a brand foundation that would introduce the practice to the community, communicating her philosophy, her services and her professional biography.

HIGHLIGHTS

Provided a name for the practice that connected the practice to her specialty, family medicine, while also providing name recognition for Dr. Evers, setting her apart from her predecessor in the community.

Generated a comprehensive brand strategy that would serve to differentiate the practice from the others in the rural community, highlighting the practice philosophy and multi-generational approach to patient care.

Created a unique logo and identity system for the practice that served as a foundation for establishing her practice, while maintaining the link to the patient care of St. Mary's Hospital.

Contributed recommendations for the interior and exterior design and signage of the medical office and patient exam rooms; designed wall art and child-friendly spaces for the practice's waiting room.

Implemented a launch plan with community events, public service health and wellness initiatives and direct marketing efforts designed to recruit new patients.

Developed a mini web site that linked directly to the St. Mary's Hospital site, offering patients the opportunity to meet the new physician in their area, creating a personal dialogue between patients and their family medicine physician.

All Family Care – Susan L. Evers, M.D.





BROCHURE



IDENTITY SYSTEM



WEBSITE



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