

mi casa es su casa



The Challenge:

Help a faith-based healthcare organization with a long and proud history develop a dynamic sustainable community brand that authentically reflects their caring spirit, patient-based focus and their health/wellness role in the region.





The Audience:

Potential patients within a regional drive market for healthcare diagnostics, quality medical care and hospitalization.

Operating nearly without interruption since 1511, this hospital and campus in San German, Puerto Rico, was **LOSING MARKET SHARE** in an increasingly complex and competitive region, with chain operations moving in.

The Strategy:

Based on existing and conducted research/diagnostics, create a unique and proud brand to reflect health, not sickness. Assure that brand attributes support the pride of history, the **RESPECT FOR DEEP SPIRITUAL ROOTS**, and the **“FAMILY” CONNECTIVENESS** that characterizes the culture. Encourage and grow **PATIENT COMFORT ZONES** and enhance visitor and outpatient environments, while building an **INTERNAL MARKETING ADVISORY TEAM** to help sustain the brand and nurture it.

Market to maximize awareness of **TECHNOLOGY ADVANTAGES** and physician accomplishments while growing premise of hospital campus as representing the foundation of the community and **A WELCOMING COMMUNITY PLACE**.

The Results:

Two Brand Development Tracking Surveys revealed:

- > Overwhelmingly **POSITIVE RESPONSE OF 98%** to ads for all groups (patients, visitors, medical staff, and support personnel)
- > **RESPONSE TO LANGUAGE** in the ads is overwhelmingly positive through all groups (**99%** patients, **98%** employees)
- > **93%** of those responding think we have done a good job **REFLECTING THE IMAGE OF THE HOSPITAL**, which was one our main goals
- > **GREAT RECALL RATE** and very positive view of the **LANGUAGE** and **IMAGERY** used in the ads
- > Employees that are very proud of the **ADVERTISING THAT REFLECTS THEM**

SUCCESSFUL INTRODUCTION of New Revenue Center Cath Lab Launch **MET AND EXCEEDED MONTHLY GOAL** for scheduled procedures **BY 180% IN ITS FIRST MONTH**