

BIG GO-TO-MARKET

Sunnyside
COMMUNITY HOSPITAL & CLINICS

Delivered a marketing and communications strategy that elevated Sunnyside Community Hospital from local health provider to regional comprehensive health system of choice



OPPORTUNITY THINKING principle
The consumer is the arbiter of opportunity.

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CHALLENGE

- Sunnyside Community Hospital (SCH), a private, non-profit, rural hospital based in Sunnyside, WA, suffered from a lackluster reputation as a quality care provider and faced near closure in 2012. Under new leadership, SCH initiated a transformation, adding several new services, providers, and clinics. Despite the changes, SCH's reputation as a poor care provider, remained.
- In addition, past SCH communications and marketing efforts had been sporadic and inconsistent. Internal and external collateral were off-message, lacked consistent appearance and tone and were unclear in purpose.
- The challenge for SCH was how to change the community perception of the hospital, while elevating the breadth of high quality services, providers and facilities available to not only the Sunnyside community, but across the region.

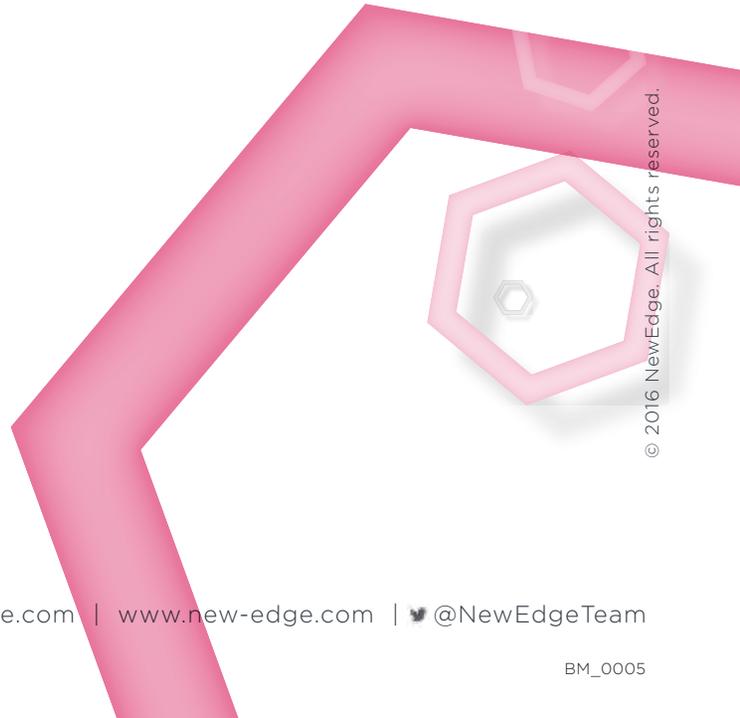
SOLUTION

Develop a comprehensive internal and external communications and marketing strategy designed to position SCH for future growth while educating the staff and the larger community about the new standard of care available in the region. The strategy focused on:

- Highlighting SCH's clear competitive differentiation.
- Aligning the communications and marketing strategies with SCH's overarching strategic goals and objectives.
- Gaining acceptance, both internally and externally, of the hospital's new services, providers and facilities through consistency in messaging, materials and outreach efforts.
- Engaging staff in a positive way to make them a part of the process while creating positive momentum and pride in the hospital.
- Leveraging community partnerships and audience networks.
- Anchoring the messaging in well-defined themes that served to reinforce the breadth of care available at SCH.

OUTCOMES

- Well defined unique value proposition and key points of differentiation that were leveraged to reposition SCH in the local community and across the region.
- Structured, consistent messaging hierarchy (primary and secondary messaging) for both internal and external communications to support SCH's strategic growth objectives.
- An engaged staff that served as advocates within the hospital and in the community for the positive changes underway at SCH.
- A comprehensive roadmap for execution that enabled a seamless roll out.



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