

# BIG OPPORTUNITY



**Capturing former patient consumer insights** delivered a new media strategy focused on care for the whole person



**OPPORTUNITY THINKING** principle  
Visualizing opportunity gives us a path with which to launch a journey.



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## CHALLENGE

- Lourdes Medical Center, one of the oldest hospitals in the region, was third in a market of three hospitals, suffered from a community perception that they delivered poor quality health care and struggled to keep pace with new technology acquisition.
- Despite their lackluster reputation, Lourdes was committed to quality care, having received the highest rating for quality care, and wanted to increase the number of women choosing their hospital for the birth of their child.
- In hopes of drawing more physicians and patients, Lourdes was considering substantial investments in new technologies.
- The challenge for Lourdes was how to justify investments in new technologies while understanding how to inform the community about their superior quality ratings, while positioning the hospital as a leader in the market.

## SOLUTION

- Conduct a broad market survey to establish which technologies would provide the greatest impact in attracting and retaining patients.
- Gain an understanding of divergent patient behaviors relative to hospital choice, given that most patients choose their hospital based on proximity and physician practicing rights.
- Develop a brand identity that emphasized care for the whole person, spiritually, mentally and physically.
- Establish a connection to the hospital for new and existing patients.

## OUTCOMES

- Media strategy, tagline and brand identity that included a series of campaigns for print and television, that transformed the perception of the hospital from one of poor quality care to that of holistic quality care.
- Renamed the hospital to remove religious focus, while maintaining the spiritual connection.
- Created prayer/thought booklets highlighting each month of the babies' development.