



2



### Diagnosis

Columbia Memorial Hospital has two main sets of competitors: the large, regional hospitals to its north (Albany Medical Center and St. Peter’s Hospital), and the big-name metro hospitals to its south in New York City, (including NewYork-Presbyterian, NYU Langone, Mt. Sinai and Memorial Sloane Kettering).

Columbia Memorial Hospital also has two distinct audiences: the first is the local, predominantly rural audience born and raised in Columbia and Greene counties of New York, and the second is the metropolitan weekenders and professionals who fled the noise and pressures of the big city for a more relaxed, organic lifestyle. The local audience trusts the regional hospitals to the North over Columbia Memorial Hospital, and the weekenders and transplants miss the big-city medicine they had grown accustomed to in New York City.

The reality is that Columbia Memorial Hospital can’t credibly compete with the reputations, range of services and specialties offered by the regional and metro hospitals. However, it can supply something the others can’t: community and accessibility.

### Prescription

Our strategy was to focus on what Columbia Memorial Hospital is really good at and can deliver on: primary care, urgent care, local emergency care and specific specialty care areas. We repositioned the hospital as a network, renaming it Columbia Memorial Health, or CMH. This brings attention to the network of primary care offices and their connections to the best programs to the north and south, rather than trying to compete with them.

As an integrated health network, patients can rest assured knowing that CMH provides high-quality primary care at a local level, and access to the best possible specialty physicians to continue their care.

It was also important to highlight the fact that while CMH focuses on building strong relationships with patients in the local community, its physicians come from around the world and were trained at some of the top care centers in the nation. It is not a local hospital stuck in its own bubble; it’s a worldly organization with physicians choosing to practice in the Hudson Valley as a lifestyle choice.

**6000**  
**CLICKS**  
 FROM ENGAGED  
**WEB VISITORS**

While CMH can’t compete on reputation, range of services or specialties, it can provide community and accessibility – two qualities the large regional centers can’t match.

**237**   
**APPOINTMENT**  
**REQUESTS**



3

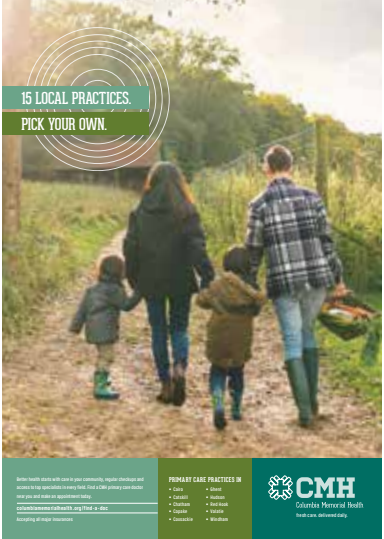
UNIQUE  
PAGE VIEWS  
UP 1110%

The result is a fresh, current brand that fosters advocacy with internal audiences and credibility with members of the community.



4

100  
NEW PATIENT  
APPOINTMENTS  
IN FIRST MONTH



5



6



7

## Treatment

The rebranding campaign for CMH features the promise of, “fresh care, delivered daily.” The lush palette of rich greens, blues and ochres represent the natural beauty of Columbia and Greene counties, with photography that represents the active, outdoor lifestyle that many residents enjoy. A new website for the health system reflects the new look, feel and tone and improves the patient experience online through responsive design and intuitive navigation. A physician finder drives patient volume to its 17 primary care offices to fill the network at its base.

Search, social and online display ads drive to the physician finder on the website and physician bio videos, which feature both primary and specialty care physicians filmed outdoors in the beautiful, local landscape, providing a contrast and welcome relief from the typical sterility of a clinical setting.

A comprehensive content strategy that includes blog posts, social media posts and graphics provide CMH with unlimited opportunities to connect with its community and patient base.

The result is a fresh, current brand that fosters advocacy with internal audiences and credibility with members of the community.

## Post-Op

As a result of our brand development and campaign work, Columbia Memorial Health now has:

- Realized the largest increase in outpatient revenue in the organization's history
- Brand standards and guidelines, with consistent execution network-wide
- A brand architecture in place to guide naming and identity decisions across multiple sub-brands, facilities, service lines, business units and partnerships
- Internal alignment at the executive team and board level around a single brand promise
- A high level of differentiation from competitors
- Online advertising that generated more than 6,000 clicks in the first leg of the campaign

“  
They deliver results  
I can point to.  
”

Bill Van Slyke  
VP, Marketing  
and External Affairs  
Columbia Memorial Health



### Awards:

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GOLD  
Total Intergrated  
Campaign  
2015 Healthcare  
Advertising Awards  
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GOLD  
Service Line Promotion  
Primary Care  
2015 Aster Awards  
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WINNER  
Advertising Print Ad  
2015 GD USA  
Health + Wellness  
Design Awards  
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WINNER  
POP/Signage/Exhibits  
2015 GD USA  
Health + Wellness  
Design Awards  
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