

CASE STUDY

# Hospital branding strategy results in community partnership and a 33% boost in website traffic.

Portneuf Health Partners | Rebrand

After building a state-of-the-art facility, the newly privatized Portneuf Medical Center, located in Pocatello, Idaho, was suffering from a poor local brand perception. In order to humanize the brand and drive volume to the medical center, we developed a multimedia campaign that positioned Portneuf Health Partners as a collaborative, community-focused provider of better healthcare. The launch of the new brand generated positive community interest, resulting in a 33 % increase in website traffic, over 16k clicks for online ads and more Facebook likes than ever before.

OVER  
16,000  
CLICKS





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### Diagnosis

To stay competitive in a crowded marketplace and stem outmigration, Portneuf Medical Center relinquished its non-profit status and teamed up with a Texas-based hospital group (LHP). Together, this joint venture built a brand new hospital, added a Level II Trauma Center, oncology services and upgraded its medical technology and staff. Even though the community voted for this status change, and after all of Portneuf's positive transformations, there was still a negative perception of the medical center.

**37%**  
INCREASE  
**NEW**  
WEB VISITORS


Our repositioning strategy was to align Portneuf Health Partners' core values with those of the community, as a hospital that can rise above the rest in integrity and humility.

**16%**  
INCREASE  
**FACEBOOK**  
**PAGE**  
**LIKES**

**FACEBOOK**  
**POST REACH**  
**2X**

## Prescription

The Eastern Idaho community is deeply religious; seventy-five percent are Mormon. They donate four times as much money to charities than the average American and are known to go the extra mile to help a friend in need. Smith & Jones' repositioning strategy was to align Portneuf's core values with those of the community, as a hospital that can rise above the rest in integrity and humility.

**33%**   
**INCREASE**  
**in WEB TRAFFIC**



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## Treatment

The campaign concept, “All together better,” encompasses the idea of working collectively to create a healthier community and a better place to live. We rebranded the medical center as Portneuf Health Partners to reflect the partnership between the hospital group, non-profit health trust, physicians, and staff.

The multimedia campaign rolled out to internal audiences first, with new brand architecture, brand standards, and an employee engagement campaign that featured a brand storybook and postcards showing eastern Idaho landscapes.

The second phase of the campaign launched across owned, environmental, digital and broadcast media. This is highlighted by TV and web video featuring local community members, many of Pocatello’s iconic landmarks and beautiful scenery. The creative is hyper-localized and represents the hardworking and family-oriented lifestyle many residents enjoy.

## Post-Op

Our goal was to introduce the new brand, Portneuf Health Partners, to the community and measure it in terms of awareness and engagement. As a result of our brand development and campaign work, Portneuf has:

- A brand promise to build internal alignment between stakeholders, healthcare leaders, and physicians
- A high level of differentiation from competitors
- A 33% increase in overall website traffic
- A 37% increase in new web visitors
- Over 16,000 clicks for both search and display ads
- A 16% increase in Facebook likes
- Double the post reach on Facebook

## Press

[All Together Better](#)

“  
I love their strategic leadership.”  
”

Dan Ordyna, CEO  
Portneuf Health Partners



### Awards:

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GOLD  
Best Website  
Healthcare  
Advertising Awards  
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SILVER  
Best Television  
Campaign  
Hospital Marketing  
National Ad Awards  
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SILVER  
Rebranding Campaign  
Healthcare  
Advertising Awards  
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SILVER  
Delegates Choice  
Award  
Healthcare  
Advertising Awards  
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