

How did we change the perception of a community to consider Hunterdon Health over larger healthcare systems?

The Challenge

Hunterdon Health faced increased competition from large healthcare systems that were aggressively marketing to prospective patients and top talent.

As part of its five-year strategic plan, Hunterdon Health determined they wanted to refresh their brand by updating their mission, vision, values, logo, and brand story. Upon completing the refresh, they needed a plan to launch it to both employees and the public.

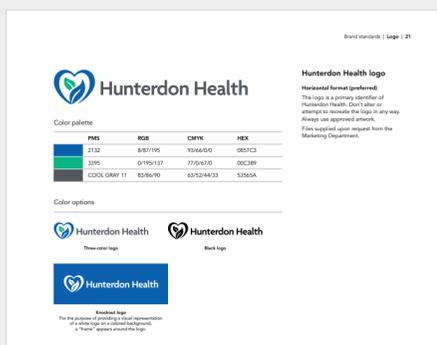
The Solution

A powerful, refreshed brand platform to reach the local community and build business

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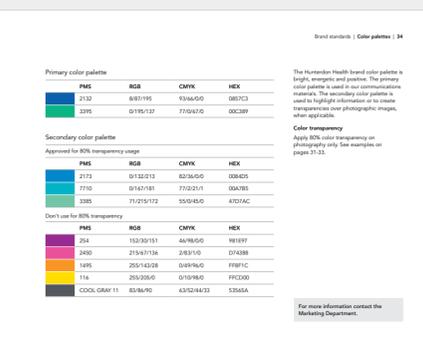
Using a Strategy First framework, TSG translated Hunterdon Health's existing research into a powerful, refreshed brand platform.

- Reimagined iconic logo
- Created new brand standards
- Developed a messaging framework to express the brand essence
- Created templated communications



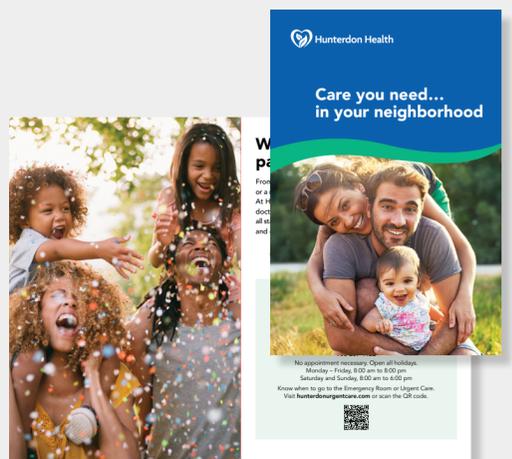
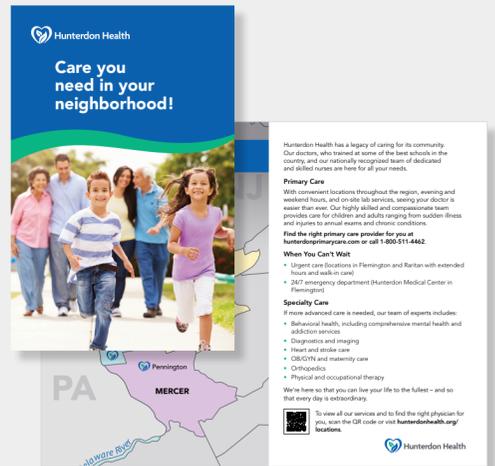
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TSG developed extensive, integrated, multi-channel communications plans for both internal and external audiences with an optimized media spend. Messaging was designed to drive the community to perceive Hunterdon Health's capabilities as comparable to larger area hospitals.



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TSG collaborated with an internal communication agency to produce an engaging, employee-focused launch. The launch included all primary and specialty care locations through online training sessions and workshops with the CEO.



The Point

Translation of a new brand positioning is evolving the perception of Hunterdon Health. This is helping to drive new patient volumes and attract highly qualified employees.

- Internal launch created excitement and high engagement levels with staff throughout the system. Qualitative surveys resulted in approximately 95% positive feedback.
- Increased engagement levels throughout communities and higher new patient volumes with existing residents.
- Strong new patient inflow from people moving into the community.