

## Rebranding Campaign

A friendlier tone and messages restores luster to the image of a regional healthcare leader beset by bad publicity.

## About the Client

King's Daughters Medical Center (KDMC) is a regional health system serving a 10,000-square-mile area that includes parts of West Virginia, Ohio and Kentucky. In order to meet the needs of this geographically dispersed populace, KDMC has a large hospital in Ashland, Kentucky, as well as dozens of satellite facilities (urgent care centers, primary care centers and specialists offices) spread across the tri-state region.

## Challenge

**Layoffs, bad press and declining volumes**

Although the agency's work for KDMC had produced extraordinary results in years past, 2010 proved difficult at best. The organization was hit with a barrage of bad press, mostly related to a public dispute with union leaders about layoffs stemming from a downturn in the economy. It seemed the region's most successful healthcare provider was moving in the wrong direction.

## Insight

**The community and hospital staff needed to be reminded that KDMC is a force for good.**

Although the agency had not received an "assignment" from the client, we knew it was time to change the conversation in the marketplace. We needed to figure out a new way to leverage KDMC's portfolio of brands in a way that demonstrated the health system wasn't an uncaring behemoth as portrayed in the press, but a caring group of people who go out of their way to make great healthcare more accessible than ever before.

## The Strategy

**Demonstrate how we make healthcare more accessible**

Leveraging the tagline, "Taking Medicine Further," the agency created a three-minute movie that conveyed a new vision for the brand. It provided a refreshing voice, one that was softer and more likable. The movie also unveiled a new brand promise: you don't have to come to KDMC, we'll bring world-class medicine to a facility near you. Some of our reasons to believe included: highlighting the mobile medical services; demonstrating all of the access points patients have to KDMC; online access to medical records and an iPhone app that **bp|d** developed that provides directions and wait times for the nearest KDMC facility. The movie was so well received it was immediately converted into a regional TV and radio campaign and used internally to motivate team members.

## Results

**Improved employee morale and stabilized volumes**

King's Daughters has not only regained its footing in the marketplace, but the swagger of its own employees has begun to return.

Interested in working with us?

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TV SPOTS

