

System Rebranding

"Ambassadorizing" their associates nets bottom-line results for St. Vincent's HealthCare.

About the Client

St. Vincent's HealthCare is a faith-based, not-for-profit health system that has served Northeast Florida since 1916. A member of Ascension Health, the system consists of St. Vincent's Riverside, St. Vincent's Southside and St. Vincent's Clay County.

Challenge

Low team morale coupled with declining volumes

In recent years, the organization had suffered through some difficult challenges, including a revolving door in senior leadership, a severely underperforming facility and a decline in morale amongst associates and physicians. Not surprisingly, the organization's reputation in the marketplace had taken a hit, resulting in lower volumes.

Insight

Going "above and beyond" for patients was a part of the DNA of the organization, but not celebrated internally or externally

bpd interviewed dozens of senior leaders, managers, associates and physicians. They shared amazing stories of what made St. Vincent's so special, detailing the heroics that occur everyday throughout their hospitals. Everyone—from leadership to physicians and associates—went "**above and beyond**" the call of duty to enhance the patient experience.

The Strategy

Celebrate the heroics of their team members internally and externally

Through an integrated internal and external campaign, we looked to celebrate the organization's heroes. We believed that this would re-inspire our internal audiences while concurrently positioning the brand as the service leader in the region. TV commercials, billboards, radio, print and online videos were created that dramatized the heroics of St. Vincent's team members who go above and beyond every day for their patients... not because they have to, but because it's their calling in life.

Results

Became the fastest growing healthcare provider in the market

These heart-warming tales of compassion not only served as inspiration within the hospitals' walls, but connected with the market at large, resulting in a dramatic jump in brand awareness, preference and service line volumes.

“ I feel like, to some degree, we had a Nike moment. The recall rate of this [campaign] is so remarkable. People say to us, “If these are true stories, I'm going to drive to St. Vincent's right now.”

—*Kelly Brockmeier,*
 Director of Marketing and Public Relations
 St. Vincent's HealthCare

Interested in working with us?

Please contact Robert Miller, *President*, at 561.276.7701 (ext. 251) or rmiller@bpdadvertising.com

OUTDOOR



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TV SPOTS



ST. COMPASSION



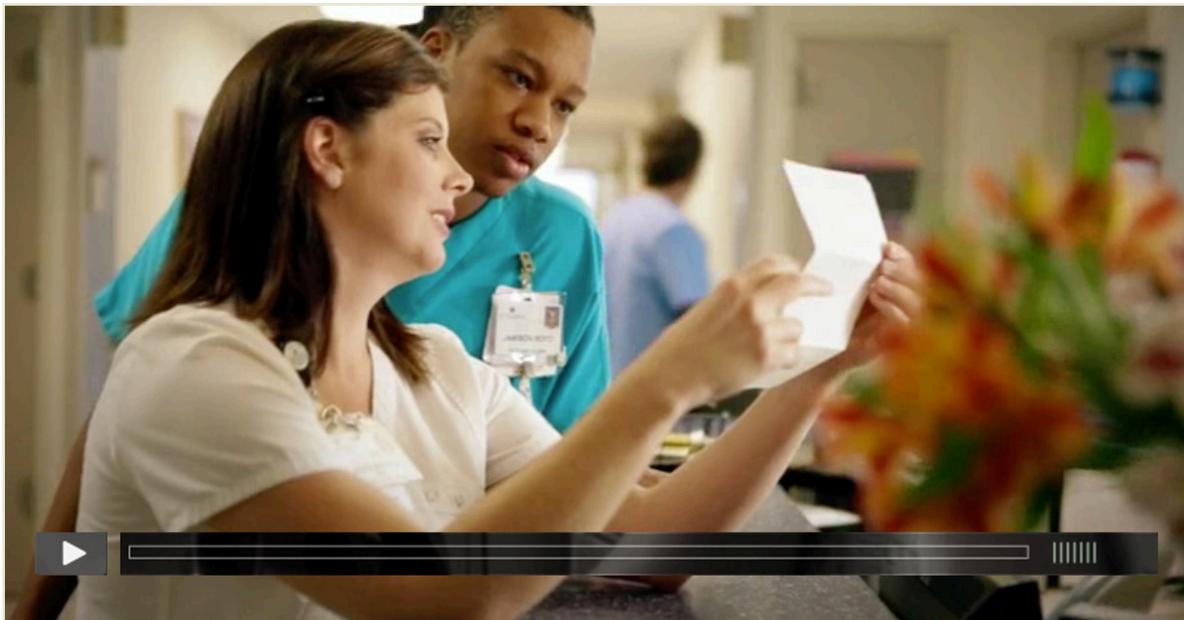
ST. CARING

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TV SPOTS



ST. GENERATIONS



REAL LETTERS

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