

# Everyday Victories: Not Your Everyday Patient Experience

## The Challenge

St. Mary's Health System, a 509-bed health system in Indiana, was faced with an interesting dilemma: though many people in the community characterized the organization as "the caring hospital," research showed that employees were not clear on what truly differentiated St. Mary's. Before the health system could effectively market to patients, it needed to discover the core truths of "The St. Mary's Experience." Only then would it be able to find a clear and compelling way to communicate those truths to both internal and external audiences.

## The Solution

Ten Adams employed its iMap360<sup>SM</sup> process to uncover what defined the St. Mary's brand. This process provided a fresh perspective through market share analysis, preference and awareness overview, cultural assessment and focus groups. We found that what truly sets St. Mary's apart is its ability to deliver clinically excellent programs in an atmosphere of genuine care, compassion and respect for human needs. With this insight, Ten Adams was able to clearly and powerfully communicate the core truth about St. Mary's. We developed the theme line "Everyday Victories," brought to life internally with sidewalk and floor graphics, posters and elevator clings. Print ads presented the theme to the external audience, with similar messages for television, billboards, radio and web banner ads. A web micro-site gave patients and employees a place to share stories of their own Everyday Victories.

## The Results

The internal audience identified with the campaign immediately, seeing themselves in the employees who were featured in the advertisements. Post-campaign research revealed that St. Mary's was perceived more positively than the competitor for a "warm and inviting environment." Unaided consumer recall of St. Mary's also increased by 15%.

### PRINT AD

Evelyn Johnston, RN  
Oncology

I am a fighter.  
I fought breast cancer.  
And I'm winning.

ST. MARY'S  
Healing BODY, MIND and SPIRIT.  
www.stmarys.org/victories

WHEN OUR PATIENT BEATS CANCER, WE BEAT CANCER. Their successful surgery is our successful surgery. And there is no greater joy for us than to see our patients walk out our doors, happier and healthier than when they arrived. And, we also know your challenges are our challenges. When things are tough, we've been right there with you. Because, at St. Mary's, we're here to celebrate every victory, every challenge. Every day. St. Mary's. Everyday Victories.

### OUTDOOR

My experience is  
your experience.

Everyday Victories.™ ST. MARY'S

### FLOOR GRAPHICS

ST. MARY'S

Time to make a difference.  
Everyday Victories™

ST. MARY'S

A victory shared.  
A connection made.  
Everyday Victories™

### AWARDS:

Judge's Choice — 2009 Aster Awards  
Best of Show + Judge's Choice — 2009 Addy Awards  
Silver — 2009 Telly Awards  
Gold — Healthcare Marketing Report Awards