

Small Fish. Huge Pond: How One Small Hospital Made One Big Difference

The Challenge

Witham Health Services, a 48-bed hospital in a small community just outside of Indianapolis, is in a unique position. They're a great little hospital — in a great big market. Competing against some of Indy's biggest hospitals, Witham's challenge lies in communicating to consumers that, just because they're small (and proud of it!), the medicine they deliver is anything but.

The Solution

Ten Adams went on a mission to discover just how to differentiate Witham from its competitors. And what did we find? Being a small hospital is a good thing — especially when that hospital delivers care, technology and a unique roster of services that are right up there with some of the largest hospitals on the block. We introduced a new tagline, "Small Hospital. Big Medicine." touting the great big medicine that many are often surprised to find at Witham — delivered with all the great things a small hospital brings. More personality, more flexibility, less waiting, less red tape. Now, how to get consumers to take notice with all the other hospital marketing out there? We investigated the marketing approach of each of Witham's competitors and introduced a campaign that couldn't help but be noticed in the mix. Bright colors, bold headlines — even cute kids — helped us successfully demonstrate the beauty of choosing a hospital that offers patients the best of both.

The Results

Witham grew right into their tagline, as their unique status soon became a source of great pride for the organization. We were even pleased to discover that doctors were quoting our own tagline back to us! And consumers began to notice as well, as Witham continues to be able to expand its technological and clinical offerings — without losing that small hospital charm that patients have grown to love.

PRINT AD

Small enough to care.

Big enough to heal.

Small is good. Small means more attention, less red tape. It means never slipping through the cracks. Small means we care. But it doesn't mean we sacrifice ability. We've earned the respect of our patients, because we're proof positive that big things do come in small packages. That's Witham to a "T"—big time medicine wrapped up in your small hospital.

WITHAM
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Small Hospital. Big Medicine.

2405 North Lebanon Street, Lebanon, Indiana

OUTDOOR

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