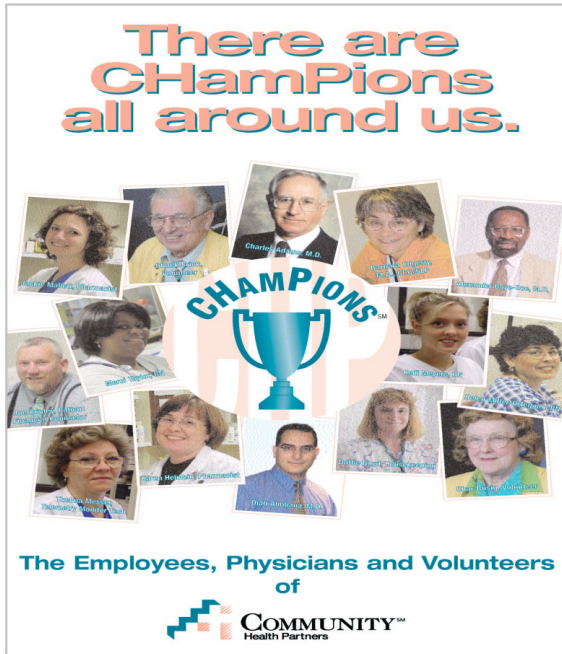


CASE STUDY

COMMUNITY HEALTH PARTNERS

CHamPion Program



Client Situation:

Community Health Partners had a small budget to improve their marketing posture in Lorain County. How can you best use this modest budget to maximize results?

Tactics:

Created advertising, employee recognition program, posters, awards, entry forms, etc. to recognize the best performing employees. Anyone could recommend any employee for outstanding performance and service. Program included signage, employee communications, online communications, incentives and newspaper advertising featuring CHP Champions.

Results:

Made every employee an ambassador for Community Health Partners. Improved morale and recognized employees for service to patients and their families. We proved that everyone is a true CHamPion at the medical center. Improved employee satisfaction 40% in eighteen months.

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