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AP&S Clinic: Re-branding Effort Revives Clinic's Timeworn Image

Problem

According to Susan Snider, Marketing and Public Relations Manager for AP&S Clinic, during its 90-year history, the clinic really didn't have a need to go out and solicit patients and market to the community. However, during that time the clinic continued to grow and add services, but never really took the time to promote those services. "By the time we decided to launch a marketing program," Snider said, "many people didn't know what we had to offer. So we needed to have an integrated marketing plan that would educate the community about what we were able to offer to them."

Another part of the problem was that competition had come into the Wabash Valley market. "Health care is a growing business in this area, largely due to the population, because Terre Haute has an aging population," Snider said.

Solution

In forming a solution, Snider had to consider that marketing in health care is a fairly new venture. To get people to buy into the actual marketing program, they need to have an input into the services that would be promoted and the way in which they would go about that process. Snider explained, "Audiences involved in AP&S specifically include our physicians – they own the actual practice, so their input is very important. Our patients – we wanted to know what our patients thought about us and wanted to use that information to make our marketing plan stronger. We also wanted to know what our community thought about us. We were very much interested in becoming more involved in the community, so it was important to get that input from them. We also wanted to get input from our referring physicians. As a medical specialty provider you rely a lot on outside primary care physicians to refer in to your specialists. So it's important to get from them what they think about us currently, where we are succeeding and where we can use some brushing up."

"Once we completed the integrated marketing plan, we established that we needed to not only re-brand AP&S Clinic, but reintroduce that brand to the Wabash Valley. For 90 years it had been referred to as Associated Physicians & Surgeons Clinic, which is more than a mouthful, and so through the research we found that most people were already condensing the name to AP&S Clinic. So we decided to take that, re-brand the clinic with that name, and along with that came a new visual identity and a tagline, which is 'Personal. Comprehensive. Innovative.' We do want to offer that personal touch in our health care. We are comprehensive in all of the services that we offer. And we are innovative. We have cutting-edge technology available right here in the Wabash Valley."

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Snider said the AP&S Clinic brand was re-launched in October of 2006. “After that happened we started working through the integrated marketing plan and all the different projects that had come to fruition through that plan, such as reinventing the web site,” she said. The web site hadn’t been updated in almost 10 years, so it was rewritten, redesigned and re-launched it. “We also added new services to it, which is a big step forward for the clinic. And then we’ve done some aesthetically pleasing additions to the clinic. We redid the letterhead and business cards. We redid the corporate display. We’re redoing signage.”

Results

Snider said the clinic had interviewed firms and was particularly impressed with MillerWhite because of the plan and the process that it brought. “I felt like they would be with me all along the way,” she explained. “I was impressed with the fact that the integrated marketing plan incorporated other various stakeholders.”

Snider said the results of the campaign have been “wonderful.” She added, “The reaction that I have received from the community has been overwhelming. I’ve had lots of community leaders come up to me and tell me that the spots are well done, that the billboards are beautiful – not only how nicely it was produced, but they’re also learning more about AP&S Clinic. They didn’t realize the breadth of services that we offered, and that truly was the point of the re-brand.”