



**ESTES PARK**  
HEALTH

# Marketing and Communications 2018

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AUGUST 2, 2018





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HEALTH

# Our Path to Success: Strong, Independent and Community Owned

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## Estes Park Health's Mission

To make a positive difference  
in the health and well-being  
of all we serve.

# We're in a Cluttered Competitive Environment

- Our patients are actively marketed to by competitors with sophisticated and polished marketing messages
- We can differentiate ourselves by better defining who we are and staying true to our mission. So that, we bring greater access to care for our community and remain strong, independent, community owned and financially stable.

# Our Goal

To develop a strategic brand position that engages our community's diverse population of residents and visitors.

Estes Park Health is the only community first provider in Estes Park that offers a full spectrum of health services from cradle to grave and who delivers excellent, compassionate care from local professionals in an era of impersonal managed care.

# Past Brand Strategy

Is this simple and easy for our customers to know who we are and what services we provide?



# We Have a New Vision

- Our strategic plan outlines a path to sustainable growth, advanced excellence and competitive competencies
- Our new brand helps to reinforce this forward thinking vision and will act as a campaign banner for years to come

# How Our New Brand Feels







# Entrusted

(to confer a trust on; to deliver something in trust to; to commit to another with confidence)



# Wholehearted

(completely and sincerely devoted, determined, or enthusiastic; marked by complete earnest commitment)



# Adept

(very skilled or proficient;  
showing expertise)

# Our Brand is More Than a Logo

Our brand is everything – both the facts and the feelings – that we all experience when we hear our name. It's who we are, how we act and what we give to others.

Since 1975, when we began to serve this vibrant community, we have continued to evolve with the health care landscape.

Our logo is the symbolic expression of our brand.



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# What Does Our New Brand Convey?

- It reflects our mission to help our patients heal and achieve total well-being
- It conveys the full depth and breadth of our services
- It defines who we are and helps us differentiate ourselves from the competition

# Where Will Our New Strategy Lead Us?

- Think “WE” instead of individual service lines
- Think “ONE” to remain independent and community owned
- Think “STRONG” to go toe-to-toe with competition
- Think “FORWARD” to serve our community now and into the future



**Estes Park Health Physician Clinic**  
 provides primary care, and medical and surgical specialty care, to our community and visitors.

**Estes Park Health Emergency Department**  
 provides 24/7 care and is staffed by board-certified physicians and nurses.

**Estes Park Health Home Health**  
 supplies a combination of medical and non-medical services in a patient's home.

**Estes Park Health Birth Center**  
 cares for mom and baby's needs throughout the phases of labor, delivery and post-partum.

**Estes Park Health Surgical Services**  
 delivers surgical expertise from colonoscopies to total knee replacement.

**Estes Park Health Living Center**  
 imparts care with dignity in our 24-hour, 52-bed skilled nursing facility.

**Estes Park Health Ambulance Department**  
 offers highly skilled EMS paramedics who respond to over 2,300 calls each year.

**Estes Park Health Inpatient Medical/Surgical Unit**  
 cares for patients requiring an overnight stay.

**Estes Park Health Hospice**  
 arranges for a multidisciplinary team approach to help individuals and families care for anyone with a life-limiting illness.

# Communications

Vision: To create a positive conversation with Key Stakeholders:

- Employees
- Board Members
- Physicians
- Community – patients, residents, town agencies and local media



# Community Communications

Preheader text here...



No Images? [Click here](#)

## CEO Newsletter



### A Message from our CEO Larry Leaming

Dear Friends,

## Stakeholder Email

To Our Valued Friends & Supporters

Dear fellow members of the Estes Valley Community,

Market research is showing that the urgent care needs in the Estes Valley Community are expected to grow 16% by 2022. Estes Park Health has identified, as a key strategic initiative, the need to develop an Urgent Care service line to open up a greater level of access to care and create an affordable urgent care option.

## Web Site News

## Facebook

## Press Releases

# Stakeholder Email Campaigns

We have sent three unique email communications to our Stakeholder list of 690. The results to date:

- Average 64.27% recipients opened\*
- Average 16.2% clicked a link\*\*

\*MailChimp states that the average open rates in Health is 20.06%

\*\* MailChimp states that the average click rate in Health is 2.18%

# Internal Communications

## Weekly Newsletter

From our survey, employees want to know about these things:

- Work News
- Upcoming Hospital Events
- Healthcare Industry News

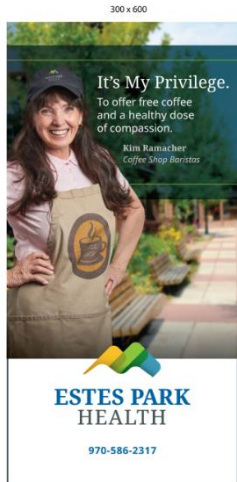
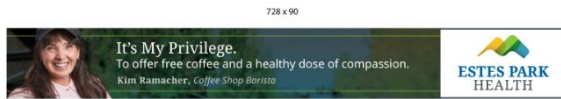


News Headline Here.

# Marketing

## Current Ad Campaign

### Digital Ads



## Newspaper Ads

**It's My Privilege.**

With so many acronyms after her name, this registered nurse and volunteer firefighter leaves little doubt about her advanced training. Yet Rachel offers something even more invaluable to our Emergency & Trauma Services: the perseverance to find solutions for her patients. Because it's your worst day, Rachel and her colleagues bring all their best to whomever and whatever walks through the door. Now, how's that for peace of mind?

Rachel Hofman, RN  
Emergency & Trauma Services

Estes Park Medical Center is now  
Estes Park Health. New name, same Independence that puts our community first.

555 PROSPECT AVENUE | ESTES PARK | 970-586-2317 [www.eph.org](http://www.eph.org)

# Search Engine and Pay Per Click Campaign

Campaign dates: July 1 – July 29

- 761 Clicks
- 11,908 Impressions or times people searched for one of the Keywords
- 6.39% Click Through Rate (Most campaigns average .50%-1%)  
This campaign is performing 6 times better than most
- 66 phone calls were generated from the campaign

# Search Engine and Pay Per Click Campaign

- Top Keyword Categories: Estes Park Hospital, Urgent Care, Emergency Services and Dermatology
- Top Clicked on Keywords: Estes Park Health, Estes Park hospital, Estes Park medical, urgent care center, walk-in clinic, urgent care near me and walk-in urgent.

# Display and Mobile Campaign

- 2,074 Clicks have been registered since July 1
- 569,319 Impressions have been served through mobile devices, desktops and tablets
  - 73% mobile
  - 25% desktop
  - 2% tablet
- .36% Click through Rate (Average campaign runs from .05% - .07%)
- 43% of clicks are from men, 39% from women and 18% are undetermined

# Marketing

TV Commercial





# Upcoming Events

## National Breastfeeding Month - 4 Events

- August 3 lunch in Courtyard for moms and babies – used email list of last 2 years babies born here to invite.
- August 9 Baby Storytime at Estes Valley Library
- August 16 Gather at Community Center
- August 23 Meet at Farmer's Market



Our goal is to create awareness of our Baby Friendly designation, establish a bond between moms in our community to continue as a support group for each other and educate on the importance of breastfeeding for life-long good health for mom and baby.

(Lesta Johnson, Wendy Ash and Allison Stadler – Champions)

# Upcoming Events

Estes Valley Resource Fair – August 21 at Estes Valley Community Center

## Estes Park Health Participants

- Living Center
- Home Health and Hospice
- Patient Financial Services
- Orthopedics

(Nancy Bell and Sarah Bosko – Champions)

# Questions?