



DIFFERENTIATION IN A
HYPERCOMPETITIVE MARKET:

Community Health Network



Challenge:

Community Health Network is one of the top health systems in central Indiana – a hypercompetitive healthcare market. Since 2013, the system’s positioning has been that it’s surprisingly easy to get great healthcare, exemplified in their aspirational brand promise of “Exceptional care. Simply delivered.” While a brand campaign launched in 2016 resonated with patients and caregivers, audience research in 2019 revealed more work needed to be done to bolster recognition of the positioning.

Solution:

MKR was engaged to develop a communications strategy that would leverage this positioning and increase memorable, differentiating equity for Community among its core internal and external audiences.

To address the wide audience of prospective patients and caregivers throughout central Indiana, MKR collaborated with our client to develop actionable audience personas to focus marketing efforts on precise unmet needs, pain points and specific motivating factors within the larger target audience. We developed and ran an omnichannel campaign delivering tailor-made brand-level and product-line-specific content to three distinct personas, based on their digital platform usage and traditional media consumption habits.

MKR created and distributed content that was motivating, informative and representative of the genuine caring — and humanity of the experiences — that our client delivers every day.

Seeing the results of a brand promise campaign is always rewarding, but the reactions from the passionate caregivers at Community Health Network made this effort doubly so. “Exceptional care. Simply delivered.” is felt by staff on every level of the network, through every service line they offer across Central Indiana. With this campaign, MKR and Community made sure patients don’t just feel that promise — they know it by heart.

Outcomes:

- 78% increase in video views
- 10.5% lift in ad recall
- 156% increase in impressions YoY

MKR established the following objectives:

Craft emotionally resonant storytelling to seat Community’s brand promise: *Exceptional care. Simply delivered.*

Increase brand visibility.

Increase metrics on hard calls to action across the entire journey.

CAMPAIGN GENERATED:

78%
increase
in video views.

156%
increase
in impressions YoY.