

Integrated Print and Marketing Meet a Critical Need for Urgent Care Provider

Challenge: After a recent corporate merger, an urgent care facility was changing its name and required a rebranding effort across its 14 regional service locations. In addition to a new logo and look for the brand, management wanted to reach out to both current customers and former patients to educate them on the new name, and use the opportunity to entice them and new customers to visit their facilities.

Solution: After meeting with the urgent care group's marketing team to discuss a strategic plan and direction, we created a new logo and brochure using our in-house graphic design services. We also incorporated the new design into the following items for all 14 locations:

- Stationery package (letterhead, envelopes and business cards)
- Notepads
- Referral cards
- Appointment cards
- First-visit flyer
- Posters and signs for the lobby area and patient rooms
- Exterior signage including window graphics
- Internal forms.

To help the urgent care facility reach new customers we recommended our mailing and data services. We obtained an appropriate and targeted mailing list, then designed and mailed an 80,000-piece postcard informing recipients of the name change. This mailing was timed to occur after the 14 locations received their initial set of newly rebranded materials, comprised of many of the items listed above.

To accommodate the ongoing need for rapid content changes and print production, we created an online storefront so that each of the 14 locations could order their own materials online as needed in the future

Results: The number of returning and walk-in patients coming in after the rebranding easily exceeded management's projections. The urgent care group credited this to the proficiency with which we designed, executed and managed the fast-paced initiative, along with the quality of the printed materials, and speed and convenience of the online storefront portal. The newly branded materials helped solidify the business' reputation and growth in the community, and the executive director commented that it "created an unbelievable level of excitement for the business."

