Healthcare System Sees Cost/Time Savings & Brand Compliance with CampaignDrive™ Platform

PICA9

PICΛ9

The Brand Background

As a midwest hospital system that coordinates care through eight hospitals, more than 150 physician clinics, and home health, hospice, mental health and safety-net services, this brand wanted to communicate that they were focused on delivering safe, high-quality, effective care to every patient, every time, everywhere.

The Challenge

In most cases, the local materials needed to feature both the parent brand voice—in terms of typography and brand colors—and automatic application of the hospital-specific logo and contact information.

Prior to the launch of the system, this "brand-blended" approach often required the assistance of a graphic designer at headquarters—with all the workflow and project management tasks associated with manual response.

Project Goals

Create a one-stop shop for marketing materials, including social, digital, and print tactics.

Blend static assets and dynamic templates to achieve the optimal mix of marketing efficiency and brand integrity.

Demonstrate the cost-savings generated by use of the system and the load reduction on the creative team.

Train branch and local personnel on site functionality to maximize user adoption

PICΛ9

PICA9

The Solution

Supported by the CampaignDrive platform, the brand management team was able to support local marketing and sales activities for its 150 locations, including hospitals, clinics, and other care-providing outlets **in less than three months**.

Project Results

✓ **System delivered brand-compliant materials** across all 150 health facilities in the network.

✓ User adoption remains consistently **above 90% of registered users.**

✓ ROI for the most current annual period **exceeded 1,000%.**

PICA9

PICΛ9

To learn more about Pica9's local marketing template platform CampaignDrive, visit **www.pica9.com**.