

Health Care Portfolio



Thank you so much for the opportunity to introduce ourselves and share with you our capabilities and expertise in the health care market. For more than 15 years, Chartwell Agency has been helping its clients develop brand awareness, secure a larger share of voice and ultimately earn a higher rate of return on their marketing and communications efforts.

At Chartwell Agency, we have considerable experience in health care marketing and understand the need for providers to build a brand and attract patients. We also understand that patients are becoming consumers of health care, searching for information, comparing providers, reading reviews and making choices accordingly.

We're excited to share additional information with you, and before you jump into browsing some of the information and samples we've prepared for you, we thought a quick introduction made sense. Here's a little bit more about Chartwell Agency, our further defined capabilities and offerings, our expertise in the health care market and our unique approach.

We have a **depth of experience in health care**. We understand the issues, challenges and concerns of top health care leaders as well as an acute understanding of individuals' choices as it relates to choosing a provider. Chartwell couples a depth of experience in health care with experience across multiple verticals which allows us to leverage best practices and ideas from other industries.

We focus on **business results, not just marketing activities**. Our results-focused strategies are designed to meet your specific business objectives. A new website may be in order, but the job is only half done if the site launches and doesn't drive additional visibility. We are able to see projects from conception through implementation and maintain a focus on the desired business results. For every campaign, print ad, or special event, the process starts with the fundamental business question, "What do we want to achieve?"

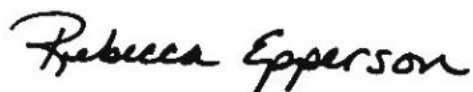
We have expertise across five service lines, which allows for an **integrated approach** to all our recommended strategies. Every marketing campaign, website redesign or branding project will include thoughtful concepts and stunning design, in addition to integrated recommendations across public relations, traditional advertising, digital marketing, social media, and facilitation and training.

We are **strategists and implementors**. We have the experience to create effective strategies and also the team to turn that vision into reality in partnership with your team. We also believe you rely on us to share our knowledge, sometimes pushing back or offering another perspective to help you make the best decisions for your organization. We're more than just order-takers – we're your partners in this.

Chartwell Agency is a **team** that works together to help our clients reach their goals. We are nine seasoned marketing and public relations professionals, most with a minimum of fifteen years' experience. We've earned a reputation as the smart, "can-do" agency, and our diverse backgrounds and extensive skill sets complement any project. Staff members have worked on both the client side and agency side and understand the challenges and the ever-shifting landscape facing both providers and organizations.

We appreciate the opportunity to provide you with additional information about us and look forward to further conversations with your organization!

Sincerely,



Rebecca Epperson
President, Chartwell Agency

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health care

We know that increasing patient volume, growing your market share and anticipating the changing needs of an aging population – as well as the impact of the millennial population – are all opportunities you face each day. Chartwell Agency, an integrated communications firm with a depth of expertise in health care, offers five service lines to develop and implement communication strategies that meet and exceed your business goals. We understand the challenges facing health care and have worked with a variety of clients in the industry, from large, vertically-integrated health systems to independent specialty practices and clinics.



Strategic Facilitation and Training

Whether you are a single-location clinic or a large system with multiple facilities, a clear strategy is the foundation of success. We help you define business goals and diagnose your specific challenges by facilitating internal discussions and providing recommendations with strategic facilitation. With those goals defined, our training sessions then develop your most valuable communications resource – your people.

- Strategic Planning Retreats
- Executive Visioning Sessions
- Message and Media Training
- Conflict in Communication Training
- Teambuilding
- Customer Service Training
- Communication Skills for Managers



Public Relations

Health care providers need to be seen as innovators, educators and information resources for the communities they serve. Chartwell establishes relationships with local, regional, national and trade media outlets to enhance the health of your organization's visibility. We also work to enhance your community outreach efforts with partnerships and sponsorships.

- Media Relations Strategy and Implementation
- Competitive Media Analysis
- Bylined Articles
- Community Relations Strategy
- Strategic Outreach
- Crisis Management



Marketing

Whether you need to update messaging or want a complete brand overhaul, Chartwell Agency has the experience and creativity to develop a treatment plan to manage all facets of your health care marketing. We understand the diverse audiences of health care and the need to build brand awareness and drive volume for small specialty clinics and large systems.

- Market Research and Analysis
- Website Development/Enhancements
- Graphic Design
- Advertising Production (television, print, radio, billboard, digital)
- Marketing Campaigns
- Advertising Strategy and Placement
- Logo and Brand Package Development



Digital Media

Digital media is about more than your Facebook page. Effective social media strategy drives search engine optimization (SEO), serves as a hub for your online presence and allows you to interact directly with patients, families and influencers. We can help you reach beyond the exam room and connect with your patients on their terms, on the right platform, with the right message, at the right time.

- Digital Reputation Analysis
- Management of Platforms
- Social Media Management
- Digital Advertising
- Video Content Marketing



Crisis Communications

When your organization's reputation is at stake, you must be ready to act quickly. We help organizations develop proactive crisis communications plans so you are prepared when challenges arise. Chartwell also can serve as your guide in an immediate need. We will help develop your plan, craft your message, train your spokespersons, identify communication channels and manage the media.

- Crisis Communications Plans
- Message Development
- Spokesperson Media and Message Training
- Media Relations Management



OSF Saint Anthony Medical Center

Chartwell Agency developed OSF Saint Anthony Medical Center’s “A Higher Power of Health” campaign that leveraged the organization’s key differentiator as a faith-based organization. The campaign was scalable and flexible to integrate into traditional and digital mediums and touted the medical center as the region’s health care provider of choice.



Rockford Spine Center

Chartwell Agency positioned Rockford Spine Center in publications such as Becker’s Spine Review and Spine Health and earned individual recognition for each of the practice’s spine surgeons. It designed print ads, developed digital campaigns, and conceived and produced television commercials while improving referrals with outreach events and awareness efforts for referring physicians and patients.



Impact Advisors

Chartwell Agency managed a comprehensive public relations strategy for Impact Advisors, a health care information technology consulting firm. Chartwell has earned enhanced visibility in front of health care IT professionals and C-level executives, positioned members of Impact’s team as industry experts, and enhanced the organization’s reputation as an outstanding place to work.



Mapleglen Care Center

Chartwell Agency worked with Mapleglen Care Center to help develop a brand, philosophy and business plan in support of its application in a highly-competitive process to be selected as one of only two medical marijuana dispensaries in the 16th district in Illinois. Once selected, Chartwell Agency then assisted with creating marketing and outreach collateral; developing a website and social media presence; and earning significant media coverage to establish Mapleglen as a thought leader on the topic of medical marijuana.



Southwest Health Center

Chartwell Agency worked with Southwest Health Center based in Platteville, Wisconsin to oversee a proactive, consistent and grassroots implementation of outreach and media activities to raise the profile of its “Heart of the Community” campaign. The goal was to solidify the organization’s leadership about the health of the area and the result was a sold-out event with hundreds of attendees at the grand finale event.



theFrana Group

Chartwell Agency has assisted theFranaGroup, a Rockford-based health care consulting firm that provides solutions to Federally Qualified Health Centers, with its marketing, public relations and event needs. Chartwell has overseen logistics for its annual scholarship event, developed its website, and created campaigns to celebrate organizational and client success milestones.



Black River Memorial Hospital

Chartwell Agency developed and presented executive communications and a training program for the Black River Memorial Hospital leadership team to enhance the senior leadership’s presentation skills and capabilities.



OrthoIllinois

OrthoIllinois (formerly Rockford Orthopedic Associates) hired Chartwell Agency to provide direction and manage the public relations efforts for its acquisition of Crystal Lake Orthopedics. We developed cohesive messaging, created the media relations materials and oversaw the announcement and surrounding media relations activities.



Scottsdale Institute

Chartwell Agency partnered with the Scottsdale Institute, a not-for-profit membership organization consisting of prominent health care institutions to facilitate a strategic conversation about the organization’s brand, develop detailed brand messaging and produce an integrated communications plan.



Illinois AHEC Scholars

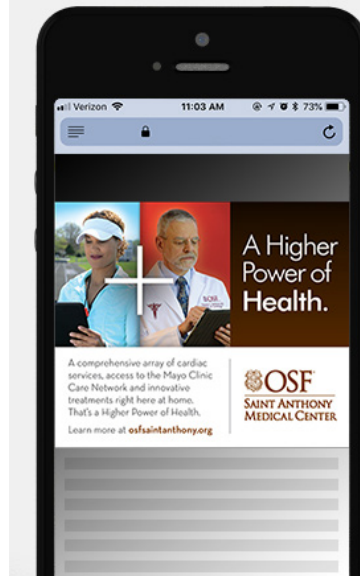
Chartwell developed a microsite to serve as a promotional tool and information resource for qualified prospects interested in the Illinois AHEC Scholars Program, a competitive two-year cohort that uniquely blends opportunities to improve health care for rural and underserved urban communities with experiences that differentiate students in their chosen health field.

Wesley Willows

Wesley Willows is a senior living community in Rockford, Illinois with two campuses. Chartwell Agency designed a new website to promote the value and quality of the communities, position the organization as an informational resource for senior living and improve resident communications.

Baton Rouge Cardiology Center

Baton Rouge Cardiology Center (BRCC) is an independent medical practice focused exclusively on the prevention, early diagnosis and treatment of cardiovascular conditions. Chartwell Agency developed a new website that would be more user friendly, interactive, and highlight the organization's extensive regional history and outreach efforts.



OSF Saint Anthony Medical Center

Project:
Integrated Marketing Campaign

Industry:
Health Care

Expertise:
Marketing
Digital Media
Public Relations

Additional Work for this Client:
Campaign Theme/Concepts
Integrated Advertising
(digital, TV, print, radio)
Ad Buy Strategy/Placement

OSF Saint Anthony Medical Center is 250-plus bed hospital and health care services provider on a 100-acre campus in Rockford, Illinois. It's part of a larger, integrated health system, OSF HealthCare, owned and operated by The Sisters of the Third Order of St. Francis in Peoria, Illinois. OSF in Rockford includes a Level 1 Trauma Center, the Illinois Neurological Institute, a cancer center, cardiovascular and surgical services, and more.

With its major competitors dominating headlines with mergers and building expansions, OSF Saint Anthony Medical Center hired Chartwell to develop a compelling and authentic marketing campaign to build brand awareness and differentiate itself in the marketplace. The concept, *A Higher Power of Health*, was flexible and scalable, and integrated into traditional and digital communication mediums, outreach efforts and public relations strategy.



Northern Illinois Vein Clinic

Gilvydis Vein Clinic

Project:
Integrated Marketing Campaign

Industry:
Health Care

Expertise:
Marketing
Digital Media
Public Relations

Additional Work for this Client:
Campaign Theme/Concepts
Integrated Advertising
(digital, TV, print, radio)
Ad Buy Strategy/Placement

The experts at Northern Illinois Vein Clinic (NIVC), located in Rockford, Illinois, and Gilvydis Vein Clinic (GVC), located in Geneva and Sycamore, Illinois, offer a variety of innovative treatment options. With the region's highest success rates in the treatment of even the most complex vein issues, the experts at NIVC and GVC help patients enhance the quality of their lives.

With enhanced goals for regional growth – expansion of clinics and new markets – Dr. Rimas Gilvydis, NIVC/GVC's medical director and primary practitioner, approached Chartwell Agency wanting a more customized and strategic approach to marketing and a clear understanding of, and connections with, the local marketplace. Chartwell created the new marketing campaign, *Get a Leg Up on Life*, coordinated advertising buy recommendations (for digital, print, radio and TV), and managed the production of two 30-second TV spots leveraging the new campaign.



Wesley Willows

Project:
Direct Mail Campaign

Industry:
Health Care

Expertise:
Marketing

Additional Work for this Client:
Facilitation & Training
Digital Marketing
Website Design
Graphic Design
Creative Design/Concepts

Wesley Willows is a premier senior living community in Rockford, Illinois, that offers residents hospitality-level living with activities, programs and services for an active resident lifestyle and sense of community. Wesley Willows recruits residents, generates leads, cultivates prospects and turns inquiries into new residents.

Chartwell Agency worked alongside Wesley Willows on a strategically targeted direct mail and event series campaign. Each piece within the fleet of mailers was designed to include educational content, brilliant graphic design concepts and a valuable offer to a targeted audience. These mailers and events have proven to be powerful tools to advance a prospect in their sales pipeline.

