

Optimizing Engagement with Limited Resources to Drive Brand Loyalty



SITUATION

Crouse Hospital

Crouse Hospital is a 507-bed, acute care facility, located in Syracuse, New York. With a service area of over 1.5 million people in an extremely competitive market, Crouse used Relevate materials to develop an engagement campaign to drive brand loyalty while overcoming the barriers of working with limited resources in a small marketing and outreach department in a highly competitive market.



SOLUTION

Crouse Hospital launched D1T (Do1Thing) in 2017; an initiative to support key stakeholders single-minded-focus to drive organizational change shifting the focus from quantity to quality and sticking to the concept of doing what you can with what you have.

The campaign was pushed out via a multi-channel strategy that included monthly e-newsletters, print material, and social media posts that directed the community to their Relevate consumer microsite: Crouse.org/spirit. Coupled with their ever-engaging events and screenings where they partnered with inner city schools, church groups, Syracuse University and local businesses, Crouse initiated the movement in their community to encourage women to Do1Thing for their health.



SUCCESS

Through a low-cost and easy-to-implement campaign and program, Crouse built relationships and drove brand awareness. Do1Thing allowed for consistent, simple messaging, enabled easy collaboration with community partners, and allowed the marketing and engagement team to meet their goals with limited resources.

Proven results include:

**Net Revenue Generated
by Spirit Patients:
\$3,206,376**

**814 Hospital visits from 372 Spirit
Households resulting in a Spirit
Household Net Revenue of
\$1,884,802**

**Program ROI:
4:1**

**121
New Patients**

"Because of Crouse and the BP screening they did, one employee went to the MD and found some very significant health concerns, which they were able to address and now prevent. Amazing work!"

~ Jennifer Donohoe, Director of HR,
Feldmeier Equipment, Inc.