



**GOAL:**

To rebrand and increase preference for Alegent Health a well known health care provider in Omaha Nebraska by crafting a unified image that could be successfully marketed to multiple audiences (consumers, employees, physicians and prospective employees).

**ACTION:**

Utilizing data found in primary and secondary research, CCFC created an integrated marketing plan and communications strategy for the various audiences of Alegent Health that drove consumers to their most profitable service lines. We quickly identified “customer service” as an ownable position that could differentiate them in the market. We translated this message to television, radio, print, Internet, internal communications, recruiting efforts and more.

**RESULTS:**

Alegent had identified goals and stretch goals against the five audiences for CCFC to target in nine areas. In the first year of working with Alegent, we surpassed their goals in seven of the nine measures and even exceeded their stretch-goals in three.

**ALEAGENT HEALTH GOALS**

