

Case Study – Non-Profit Healthcare

Background

This national healthcare organization operated with the mission of improving the quality of life for individuals suffering from a debilitating disease, and also providing financial support for ongoing research into a cure. A large regional division of the organization was finding it difficult to reach and provide services to its target audience. At the same time, it was experiencing diminished public support for, and participation in, important fundraising activities.

The regional district asked Altyris for marketing and advertising guidance to overcome these difficulties and improve their results in both activities.

Actions

We evaluated the organization's programs and demographics within the targeted region. Geographic and needs analyses determined that the targeted needs group had become more widely dispersed and was therefore increasingly difficult to reach using traditional communications. Our evaluation also established that diminishing public involvement was not due to reduced interest, rather it was primarily due to lack of effective communication by the organization.

We developed and implemented a marketing and communications strategy to: reach their audience using a structured mix of traditional and digital media, improve public and media relations activities, enhance media coverage, and improve the effectiveness of their television, radio, billboard and print communications.

As part of this program, we created a podcast (the first of its kind for any division within the organization) that provided important treatment information to the target audience, while also building awareness and delivering information to the general public.

Results

The client's public relations and marketing campaign increased media coverage of events by 250% and resulted in a 600% improvement in program reach to the targeted needs group. Fundraising events within the region experienced a 20% to 30% increase in public involvement, during a time that results across the nation were dropping. As a result of these gains, our client was able to meet its somewhat ambitious economic goals despite declines in the general economy.