

ROI headaches? Strangled by competition?

TELL US WHERE IT HURTS.

Budget bellyache?

ACA issues in the ACL? Knee-jerk marketing?

Flat-footed creative?

WE'VE GOT THE CURE FOR WHATEVER AILS YOU.

Looking for marketing experts who know healthcare from head to toe?

We're just what the doctor ordered. Compass Health is a full-service marketing and communications agency with extensive experience in creating and executing effective, innovative, multimedia campaigns for hospitals and healthcare clients locally, regionally and nationally. Located in Lafayette, California, our agency runs nimbly, efficiently and enjoys unusually long-standing relationships with both clients and employees.



CASE STUDIES

See how we bring strategy to life with comprehensive and compelling creative.

SERVICES

From broadcast and brochures to online and outdoor, we do it all.

PORTFOLIO

Every client and challenge is different. And so are our solutions.



OUTSTANDING OUTCOMES

We pride ourselves on producing high quality work that really works! So every thing we do is designed to enhance both the brand and the bottom line.

< **21 percent** Brand awareness for Swedish Cancer Institute grew to a 4-year high of 21.5% from an all-time low of 14% before our campaign. >



OUR CLIENTS

Our extensive healthcare industry experience includes work for hospitals, medical groups, doctor's practices and insurance plans — here are just a few!

“ Compass acts as the train conductor, they know how to keep projects moving forward, work with disparate groups of people, and meet goals. **”**

LIAM COLLOPY, EXECUTIVE VICE PRESIDENT, HARDEN COMMUNICATIONS PART-NERS

TELL US YOUR PAIN POINTS TODAY!

Leave a note and your contact info and we'll get back to you right away. Or call us at 925-299-7878 and ask for Julie Towne, VP/Creative Director.

Name (required)

Email (required)

Subject

Message (required)

SEND



OUTSTANDING OUTCOMES

We pride ourselves on producing high quality work that really works! So every thing we do is designed to enhance both the brand and the bottom line.

< **+11**
points >

Research showed an amazing **increase in consumer perception** of overall quality of care for El Camino Hospital after our "Serious Care" campaign.

< **No. 1** >

Our SEM ads for Bariatric Surgery became the **primary referral source**, attracting more than **350 surgical leads** over just a few months despite many factors that might have spurred a down-turn.

< **7:1**
ROI >

ROI from our comprehensive orthopedics campaign delivered \$7 in new patient contribution margin for every \$1 spent on marketing.

“ Compass is a true partner, and as you embrace the future, it is great to have them on your side. ”

ANN FYFE, FORMER VP OF STRATEGY FOR EL CAMINO HOSPITAL AND CEO OF FOGARTY INSTITUTE FOR INNOVATION

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“ E & Y, Accenture, and McKinsey give you a report that sits on the shelf. Compass gives you actionable insights and then makes them work. ”

MARY BETH GILLIAM, EXECUTIVE DIRECTOR, JUMP START

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“ I've worked with a lot of agencies and only Compass seems to be able to link strategy, branding and tactics quickly and effectively. ”

RUSSELL FERRETI-HOYLE, DIRECTOR OF MARKETING, PATHWAYS HOME HEALTH & HOSPICE

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CASE STUDIES

The most successful ideas are those that ring true, evoke a response, and work for a variety of messages and mediums. See these examples of long-running, extendable multimedia campaigns and the results they generated.



CASE STUDY #1 MARIN GENERAL HOSPITAL "HEALING PLACE" CAMPAIGN



SITUATION
Marin General Hospital is an independent district hospital located in Marin County, California — a spot synonymous with healthy living. Marin is more than a place, it's a mindset. People choose and love Marin for its healthy attributes (lifestyle, food, outdoor pursuits, etc.) and the area's natural beauty is incredibly important and is seen as a healing force. The hospital had not done any outreach or advertising in years, and most residents were not aware of the amazing range of services and the expertise available.

We developed a comprehensive communications campaign to promote the hospital and tap into the already strong "healing" mystique enjoyed by the environment. Executions feature real patient stories that highlight the hospital's expertise and integrative services, showing how patients are able to enjoy their favorite spots in Marin, thanks to Marin General Hospital. This inextricably ties the hospital and the area together as "healing places."

The "Healing Place" campaign has been good medicine for the hospital. Response has been overwhelmingly positive from both the community and employees (a key audience, as well). New research has indicated statistically significant increases in awareness of the key brand attributes and perceptions of quality for the hospital. The landing page attracted more than 30,000 responses in the first two years. And the custom Pandora station is a huge hit. A total of 40,494 people have added the station to their playlist!

COMPONENTS

- Photoshoots
- TV & Video
- Bus-side & Bus Shelter Signage
- Print Ads
- Custom Pandora Station
- Radio
- Online

SEE CAMPAIGN SLIDESHOW



CASE STUDY #2 EL CAMINO HOSPITAL "SERIOUS CARE" CAMPAIGN



SITUATION
Research showed that El Camino Hospital had a reputation for excellence in nursing, a friendly environment, and was the place to go for labor/delivery or minor medical issues. Located in the shadow of Stanford, they were not seen as a destination for acute care of more serious diseases. We developed a multimedia "serious care" campaign that initially featured elite oncologists and cardiovascular specialists who deliver innovative, world-class therapies and procedures not typically available in a community hospital setting. The campaign was intended to help change perceptions within the community, as well as with referring physicians and the broader medical community. The look, feel, and tone of the ads was aggressive and serious — a huge departure from typical hospital marketing. The public campaign was extremely popular and grew to include specialists from all service lines, along with a complementary internal campaign featuring all departments. The 10-year comprehensive campaign included print, radio, outdoor, bus shelters, bus posters, online, in-hospital, etc. After a previous decade of declining market share, low perceptions of quality, and lackluster internal support, research showed the campaign had spurred a dramatic change.

COMPONENTS

- Photoshoots
- Print Ads
- Bus-side & Bus Shelter Signage
- Internal Launch Materials
- Radio
- Physician Communications
- Video & TV
- Online

SEE CAMPAIGN SLIDESHOW

Reputation		
Best overall quality of care	34% to 41%	+7 points
Excellent impression	25% to 36%	+11 points
Best for latest technology	20% to 29%	+9 points
Best for nursing	30% to 37%	+7 points
Best for friendly staff	32% to 38%	+6 points

Product/Service*		
Best for Outpatient Surgery	30% to 36%	+6 points
Best for Maternity	34% to 40%	+6 points
Best for Minor Emergency	42% to 49%	+7 points
Best for Heart Problems	16% to 23%	+7 points
Best for Other Women's Services	23% to 33%	+10 points
Excellent in Orthopedics	21% to 29%	+8 points (1 year change)
Excellent in Urology	21% to 27%	+6 points (1 year change)
Excellent in Heart Problems	24% to 31%	+7 points (1 year change)

* Topline results for statistically significant changes from the El Camino Hospital Consumer Tracking Study (statistically projectable to the community at a 95% confidence level.)

RESULTS
The Serious Care campaign was seriously successful, internally and externally. Qualitative and quantitative research was conducted several times over a decade, and results showed statistically significant improvement in perceptions across all areas. Physicians clamored to be featured in the campaign. And staff came to view the tagline "Whatever it takes" as a rallying cry to go the extra step, every day.





PORTFOLIO

We've tackled virtually every marketing challenge and have the work to prove it. Here's a slew of samples to give you an idea of our range and abilities.



DONOR KIT FOLDERS

EISENHOWER MEDICAL CENTER FOUNDATION

This hospital was built on the contributions from major donors, and this high-end collateral system helped explain the need, and bring in the dollars.



DONOR KIT OUTER POUCH

EISENHOWER MEDICAL CENTER FOUNDATION

This hospital was built on the contributions from major donors, and this high-end collateral system helped explain the need, and bring in the dollars.