



case study

**Winchester Hospital
620 Washington Street
Outpatient Center**

Winchester Hospital has provided critical healthcare services to over a dozen Metro-west suburbs for over 90 years. It recently was ranked as the Boston area's third busiest hospital for inpatient services.

Winchester Hospital, a leading, not-for-profit hospital was experiencing space constraints at its main location. A state-of-the-art, multi-million dollar offsite medical center expansion was proposed, as well as renovations to the existing hospital. The hospital retained a real estate advisory/development firm to manage the process of expanding, who in turn engaged Raven Creative to provide the marketing expertise.

challenge:

Create a compelling, multi-faceted marketing strategy and implementation plan to be used with a variety of audiences such as the Planning Board, Board of Selectmen, Finance Committee, Historical/Conservation Commissions, and town residents to encourage a series of positive decisions with regards to complex zoning and permitting issues needed for the development of the outpatient center.

The effectiveness of this plan was dependent on understanding the many different audiences and how to effectively communicate with each. Data representation speed and accuracy was also challenging as new information and statistics were continually being developed or changed.

action:

Raven Creative was the marketing agency of record to support the development firm for this successful nine-month project. Weekly meetings with hospital staff were needed to assess and adapt the marketing plan "on the fly" so that complex information such as site plans, renderings, zoning information and fiscal and environmental studies could be conveyed effectively.

Managing vendors and subcontractors and staying on a tight schedule was vital to the success of this project. Support tools, including initial branding and stationary, flyers, factsheets, booklets, advertising and multimedia presentations were created and produced in order to present the varying kinds of information to different audiences in a timely and compelling manner.

result:

After a lengthy collaborative effort with the development firm, the hospital, and town residents and officials, the vote was made in favor of approving this new opportunity for Winchester Hospital. This project is currently moving forward.

