

Live Wire increased recognition of Virginia Hospital Center through an aggressive media relations campaign, elevated its perception among consumers as the region's healthcare providers and positioned ambassadors as thought leaders within the healthcare industry.

CAMPAIGN OVERVIEW

In today's 24-hour news environment, business leaders understand that the media has greater reach and more power to affect their success than ever before. Whether a business needs to leverage the media to achieve its objectives or manage the media to protect its reputation, it takes experience and a powerhouse of talent to navigate today's challenging media environment. Virginia Hospital Center turned to Live Wire to meet several goals:

- Internal Communications - Develop effective methods of communications with VHC staff to share hospital information, events and positive press;
- Recruitment - Craft unique angles and approach targeted print, broadcast and online media outlets for strategic interviews and/or article placements highlighting culture, community and advancement VHC offers potential hires;
- Thought Leadership - Demonstrate VHC's thought-leadership and research, and secure interviews, targeted bylines, high-level speaking opportunities and promote innovative events;
- Hospital News - Generate buzz in the community for hospital events, awards and ceremonies through targeted outreach, spotlight profiles and post-event photo coverage; and
- Through tactical planning and strategic media outreach, Live Wire secured **44 earned media placements** with targeted local and national media outlets since September 2017. Live Wire's efforts have positioned Virginia Hospital Center as a thought leader in the healthcare industry.

CAMPAIGN OBJECTIVES

Upon initially engaging with Virginia Hospital Center, Live Wire conducted a comprehensive discovery process with key executives to gain an in-depth understanding of the company's brands, key messages, market position and business goals. Live Wire analyzed and synthesized that information into an extensive PR campaign with the following objectives, which have remained consistent over the course of our relationship.

The business objectives of the campaign are to recruit top talent (doctors & nurses), nurture and retain human capital and enhance communications with internal and external audiences. Communications objectives include expanding outreach to achieve maximum exposure to reach key stakeholders (community, patients, doctors, nurses, partners, board, etc.), increasing digital marketing presence, improving internal communications by revamping the employee app and engaging public/media relations.

CAMPAIGN STRATEGIES

Based on a comprehensive analysis of Virginia Hospital Center and its competitors, Live Wire recommended the following strategies to accomplish the defined PR objectives:

- Build relationships with reporters, editors and producers at local media outlets and specialized health and fitness trade publications to educate them about programs, services and achievements;
- Engage reporters, editors and producers from targeted outlets to pitch and secure compelling health and fitness stories for local consumer audiences;
- Research and secure high-value print and broadcast editorial and feature opportunities highlighting programs and facilities; and
- Develop and implement corporate philanthropy and thought leadership campaigns focused on critical health and fitness issues.

CAMPAIGN TACTICS

Live Wire developed and implemented a comprehensive strategic public relations campaign for Virginia Hospital Center:

- /// Create synergies for a centralized communications campaign;
- /// Analyze industry, competitors and all the players' perceived positions and share of voice;
- /// Review key findings from discovery session analysis and competitive media analysis to solidify campaign direction;
- /// Bring journalistic expertise to create powerful and memorable messages and test to ensure messages are strong, unique and possess the ability to capture attention;
- /// Identify audience, outlets and key influencers in relevant markets and industries;
- /// Establish an outreach strategy; and
- /// Evaluate existing media collateral, recommend refinements and create new materials as needed.

CAMPAIGN RESULTS

Since September 2017, Live Wire delivered the following tangible results:

- /// Secured **44 media placements** through articles in print and online outlets as well as TV segments highlighting hospital programs, medical updates and physicians;
- /// Launched "Life at VHC" to encourage employment engagement;
- /// Promoted very successful "Hands2Hearts" campaign, a partnership with Arlington Fire Department that aimed to teach 4000 residents/people who work in Arlington hands-only CPR in one year. They remain on-track to reach their goal with **7 media hits generated** at different times during the year;
- /// Secured coverage shared more than **700 times** across social media platforms, blogs and websites that relayed the story of a centenarian member that still works out three times each week;
- /// Assisted recruitment efforts via social media and positive messaging so that Virginia Hospital Center is no longer under-staffed. The number of traveling nurses has decreased significantly; and
- /// Generated **12 placements** related to medical updates to keep the public informed, **9 placements** showcasing medical staff expertise, **14 placements** promoting unique programming options and **9 placements** relaying corporate development, thoughtleadership and philanthropic efforts.

Live Wire has elevated Virginia Hospital Center's recognition in the greater Washington area through media placements in print and television and they helped us increase our thought leadership value by securing top awards and honors. Their commitment and high-energy approach continues to drive us to new heights.

Maryanne Boster
Director of Corporate Communications
Virginia Hospital Center