

# REVITALIZE YOUR PRESENCE: CRAFTING SUCCESS FROM REBRANDING, OUTREACH & CREATIVE CAMPAIGNS

# WHAT YOU'LL LEARN

The examples you'll hear will provide you with the know-how you need to focus on how your health center organization can grow using targeted approaches to marketing and helping your patients and communities along the way.

# WHAT YOU'LL LEARN

Revitalize means to renew or rejuvenate something, restoring its vigor, vitality, or effectiveness.

Why? Be relevant, be effective, be valuable.

# THE 3 THINGS:

**Brand & Rebranding (15 minutes)**

**Creative Campaigns (15 minutes)**

**Outreach & Engagement (15 minutes)**

# ASK THE QUESTIONS

Have a question for our panelists?

Raise your hand, and we welcome your participation.

# PANELISTS

MODERATOR:  
BRANDON HUETHER  
MARKETING & COMMUNICATIONS MANAGER  
CHAD



TIM TRITHART, CHIEF EXECUTIVE OFFICER,  
COMPLETE HEALTH



LEXY EGGERT, CHIEF DEVELOPMENT & STRATEGY OFFICER,  
HORIZON HEALTH



BRANDON ECOFFEY, COMMUNICATIONS DIRECTOR,  
OYATE HEALTH CENTER/GPTLHB



# THEIR ORGANIZATION'S BRANDS



# BRAND & REBRANDING

A few of you have been around to be a part of a rebrand at your organization. What prompted the need for a rebrand?



# BRAND & REBRANDING

What were the key considerations and challenges during the rebranding process?

# BRAND & REBRANDING

Your organization's brand is what you and your staff represent every day. What advice can you give to our audience to help them consider or plan a rebrand for their organization in the future?

# HOW TO UNLEASH YOUR CREATIVITY IN CAMPAIGNS

How do you help drive or support creativity within your organization's communications and marketing efforts?

# HOW TO UNLEASH YOUR CREATIVITY IN CAMPAIGNS

Share an example of a campaign your organization did that you believe was most creative or effective, and why you developed that campaign.

# HOW TO UNLEASH YOUR CREATIVITY IN CAMPAIGNS

What tips can you provide our audience on how to create campaigns that are creative, while staying true to your brand, your mission, and your values?

# IMPORTANCE OF LEVERAGING OUTREACH & ENGAGEMENT

What is an example of a way your organization is currently engaging your audiences in-person?

# IMPORTANCE OF LEVERAGING OUTREACH & ENGAGEMENT

What strategies do you use to plan your outreach efforts in order to impact your target audiences?

# IMPORTANCE OF LEVERAGING OUTREACH & ENGAGEMENT

You all have tremendous experience with your health centers. Why do you believe it is important to have a strong brand, creative campaigns, and engage your target audiences?



# AUDIENCE Q&A WITH OUR PANELISTS



# WHAT YOU'LL DO NEXT

Reference these examples from today's discussion to help your organization grow.

Check-in on your current brand.

Work to be creative in your targeted campaigns.

Use engagement & outreach to connect at a deeper level.



# THANK YOU

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## FOR ATTENDING





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