

AVOID
**OPENING
PITFALLS**

WE'VE
**BEEN
THERE**

AND
**DONE
THAT**

Facility openings are a new experience for most marketing and operations teams.

Avoid the traps of opening a new facility - where the timelines are aggressive, the stakes are high, and mistakes are painfully conspicuous.

Our team can support yours and hit the ground running from Day Zero:

01

Fully embrace digital to meet consumers (and community physicians) where they are

02

Tap into multi-sensory experience design to create lasting impressions

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Launch an effective community-based talent acquisition strategy

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Build the right relationships with community stakeholders

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Focus on the right service lines that will generate quick wins and long-term volume

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Design effective journey maps from media to language and even visual vocabulary

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Leverage the power of the physical site

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Understand how copy, pictures, and media reach multicultural communities more effectively

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Sync storytelling efforts between Community Relations, Outreach, Development, and Government Relations.

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Take a program management approach to embrace the transformative nature of these efforts

We are a team of marketers and experience designers who will enable you to meet your audiences where they are.

Our unique lens of aligning brand, operations, culture ensures a holistic approach to making promises you can keep to your new communities.