

# UNLOCKING GROWTH

Successful Facility Openings

Endeavor



# 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.



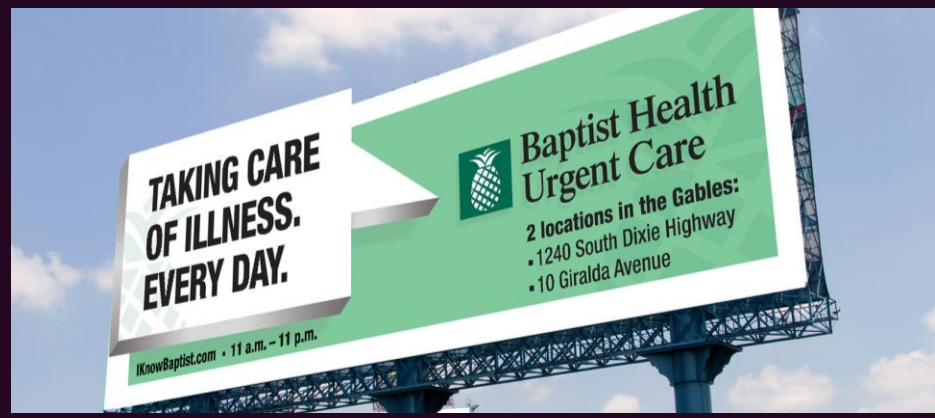
Endeavor







over  
**50** locations  
budgets from  
**\$250k** to over  
**\$1M**





# Cement Marketing's Role in Growth

## Growth Challenges

Marketing is **last to know or** doesn't have a **lead position** in openings

The audiences to reach **are broader, including employees, your biggest advocates**

Communications resources are often **sub-optimal**

**Additional marketing** budget isn't earmarked for a successful launch

## Growth Enablers

Ensure your capital programs include **marketing workstreams early**

**Persuasive communications** to drive demand are the **core competency** of **skilled marketers**

The **ecosystem** available includes **digital** and **strategic communications**

The sources for additional budget should include **operations, HR** and **development**





# Launch Structure

## WHAT YOU NEED

A launch marketing campaign built to drive awareness, recruitment, reputation, and referrals for the initial opening. Opening a new cancer facility is a unique opportunity to drive interest from employees, current and prospective patients, press, community leaders, and the community at large.

## WHAT WE'LL DO

Introduce your refreshed facility with sustainable messages and a rousing, imaginative campaign to entice new referrals, recruits, and admirers.

## HOW WE'LL DO IT

We collaborate with your marketing team to identify and understand key segments of your target audiences and markets, what motivates them and how to evolve your brand to engage them more deeply. We use these insights to create a long-term strategy, compelling creative and a framework for ongoing content development for both broad and individual audiences. All throughout, we measure response and solicit feedback to hone our messages and tactics.

## TYPES OF PROJECTS

Design custom primary research programs and precisely define your most valuable audience segments. Develop personas, themes, positioning concepts for each segment. Use those outputs to better define and direct your brand and topline campaign. Develop strategies for each positioning concept and bring them to life with expert creative talent.

# Our team can support yours and hit the ground running from **DAY ZERO**

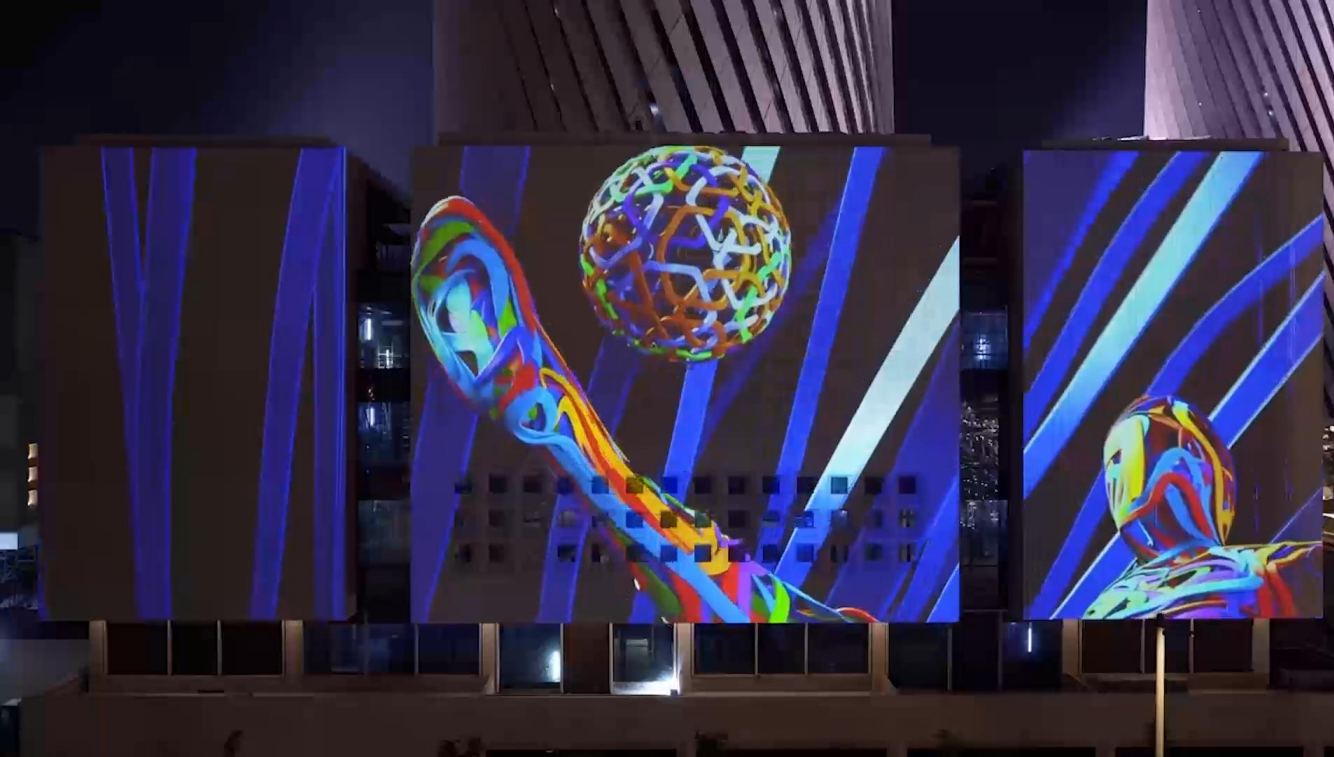
- 1 **Fully embrace digital** to meet consumers (and community physicians) where they are
- 2 Tap into **multi-sensory experience design** to create lasting impressions
- 3 Launch an **effective community-based workforce** and **provider strategy**
- 4 Enhance the **right relationships** with **donors** and **community stakeholders**
- 5 **Focus on the right subspecialties** that will generate short and long-term volume

- 6 Design **effective journey maps** including the variety of touchpoints such as virtual visits, survivorship programs, and surveillance
- 7 **Leverage the power of the physical site** for messaging for internal and external audiences
- 8 Understand how copy, pictures, and media **reach diverse communities** more effectively
- 9 **Sync storytelling** efforts between Community Relations, Marketing, Outreach, Development, and Government Relations.
- 10 Take a **program management approach** to embrace the **transformative nature** of these efforts



# Project Mass

Projecting great **stats**, **data**, **images**, and **stories**, onto the building. As it grows over time, we **add** content to **expand** into the **new**, **larger area**.







# Drone On and Up

A captivating **drone display** over the the construction site, **choreographed** to show images, and information about your facility even the **outline of the building** (before completed).

**QR codes** can be deployed as a direct CTA. The **benefit** of drone displays is the **viewing distance**, shows can be seen for **miles**.





# Climbing Art

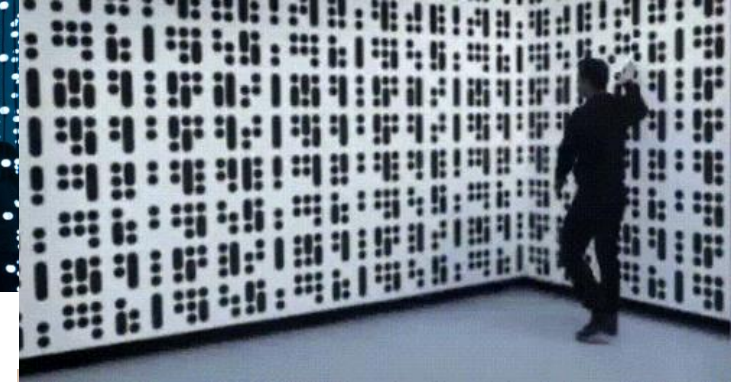


A progressive **art installation** of "**climbers**" in **pursuit** of **discovery, brilliance, community, hope, and innovation** represented at different levels of the building.

Starting outside the construction zone then moving up the vertical as the building construction starts to rise.







# Art for the Heart

**Art installations** are a **unique** and **visually captivating** medium that engage audiences on a **sensory** and **emotional** level.

- Commission a **light art** or other physical **installation** in or near the construction site
- **Project local artists' work** onto the building (e.g., 1 per week). Art speaks to science, medicine, community, etc. Commission **local street artists** to paint **murals** around the site
- **Live stream art in real-time**. Surround artists with cameras to broadcast the art during its creation and project the feed onto the building.



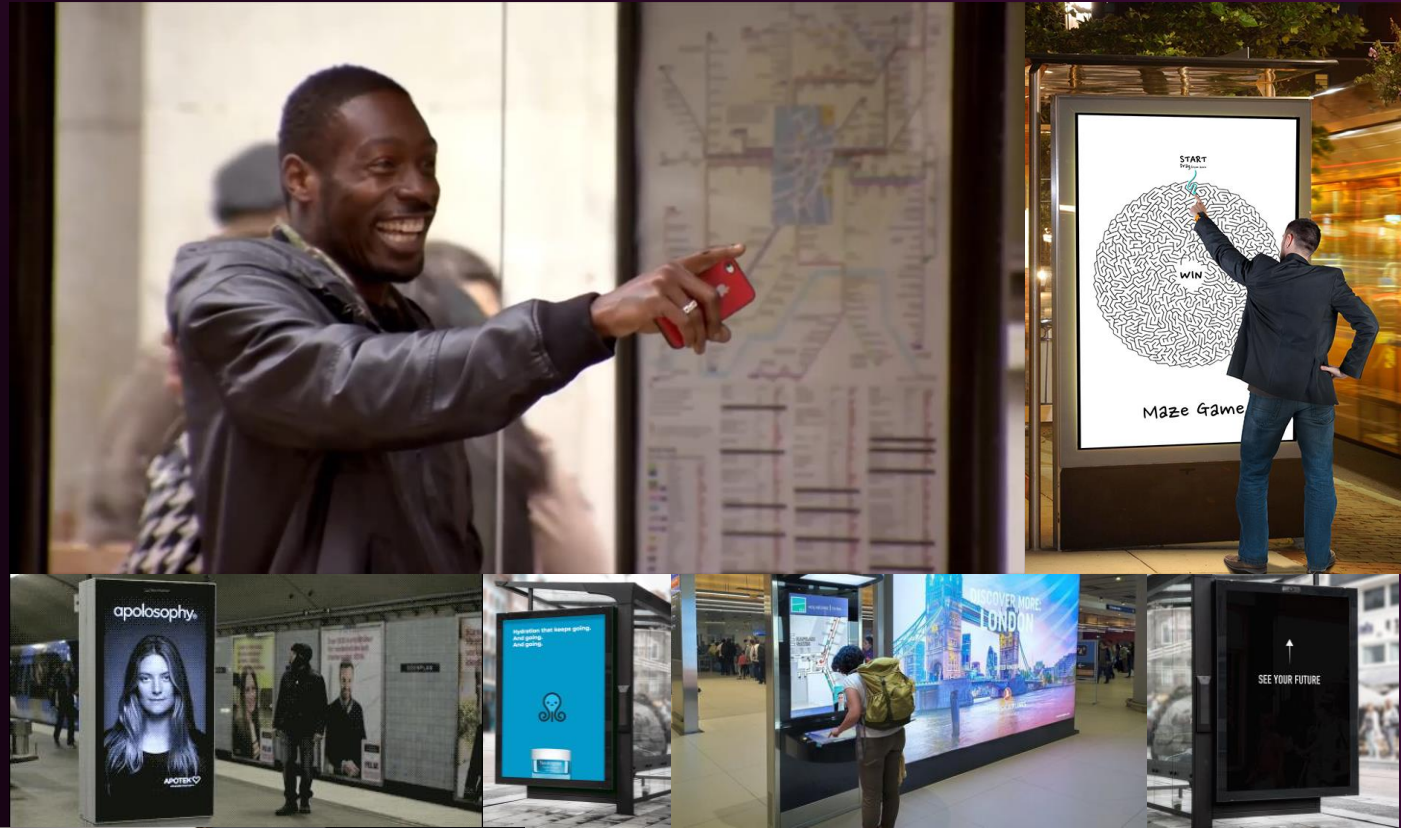


# Well, Hello There...

**Motion Activated Billboards** installed close to the construction site respond to people as they come within range playing videos that tell the story of the location.

Interactive touchscreens **allow users to ask questions** and **find answers** about the research, building, etc.

**Filters** show different areas/images/videos of the incredible aspects of the building, and the work which will be done.



There's no water in the hotel

**Hidden operators** interact live with viewers who could have their pictures and videos projected onto the building.



# Augmented Reality Becomes Reality

**Augmented Reality (AR)** app showing the **finished building** through your phone camera lens (*also accessible via web, or locally presented*).

A **hyper-realistic** pre-vis gives viewers an **immersive & interactive** experience of the building **long before** completion.



**Real or Illusion:** See the exterior in all its finished glory, even while still under construction.

**Go Deeper:** Experience what the interior will be like by accessing some key areas showing features, suites, equipment, innovations, etc.





# Augmented Reality Becomes Reality



## Exquisite Experience

Donor-level video of the surrounding area zooming into and through the building.



## A VR Event

LED panels cover an event space and project how the facility will look when complete.

A virtual reality rig allows attendees to have an immersive experience and interact inside the building.

(Other attendees can see what the user sees on large LED screens around the event).





Endeavor

## Healthcare thoroughbreds

You know us for our **research, strategy,**  
and **change management** capabilities.

But now we have the **creative firepower**  
to take you all way through to  
**executing** on your **vision**.



## The Creative Cousins

Endeavor Management acquired **RTRN Strategy**,  
a creative marketing firm with experience in fast-  
moving industries like **sports, gaming,**  
**automotive,** and **energy**.

We **harness** our experience from other  
industries to find **innovative** ways for  
healthcare to **reach their audience**.





We work at the **intersection** of

# Brand Operations Culture

We believe that **culture** and your **brand promise** are linked through the **experience delivered**.

We explore what promises are made and how those stack up against expectations – what you say, where you say it, and how well it resonates.

We intentionally examine the **differences between functional needs** (what is done) with **emotional needs** (how audiences feel about the interactions.)

When you are aligned with expectations you can create an exceptional experience and a sustainable competitive advantage.



Endeavor



Endeavor



**T H A N K   Y O U**

**JOHN MCKEEVER**

+1 (713) 725-7894

[jmckeever@endeavormgmt.com](mailto:jmckeever@endeavormgmt.com)

[www.endeavormgmt.com](http://www.endeavormgmt.com)

**RYAN NASH**

+1 (512) 350-1064

[ryan.nash@rtrnstrategy.com](mailto:ryan.nash@rtrnstrategy.com)

[www.rtrnstrategy.com](http://www.rtrnstrategy.com)