



# CLIENT WORK CASE STORY



+ LIFEPOINT  
HEALTH



**LIFEPPOINT HEALTH** is a network of 89 hospitals in 30 states serving growing regions, rural communities and small towns across America. The system makes available emergency department (ED) marketing tools primarily in the form of Real-Time ED Wait Clocks. While arguably effective when wait times are low, this approach yields a number of challenges, including promoting undesirable consumer behaviors (aided loyalty erosion during high wait times), promoting inconsistent consumer experiences, and failing to address basic consumer competency needs that enable proper and healthy service line utilization (chief among them making the right choice between ED and urgent care services during an emergent health situation).

Recognizing the gaps in this approach, the system's leadership sought out novel and human-centric ways to envision novel marketing and patient communications concepts that would result in a strategic marketing campaign applicable across a wide-range of LifePoint markets to increase the volume of well-qualified ED admissions in its hospitals. To address this need, LIFT hosted a Design Thinking Workshop with stakeholders within the LifePoint corporate marketing organization to explore the practical application of design thinking in framing marketing and content processes to support the ED service line across a family of hospital brands.

Through focused co-creation exercises, LIFT helped LifePoint envision through design thinking a set of supplemental efforts with a modular, human-centric campaign that is focused primarily on consumer awareness, engagement, and activation/acquisition. By approaching creative from a position of extreme stakeholder empathy—leveraging both traditional and unconventional prototypes of content/messaging delivery—the campaign seeks to both educate and empower the consumer to make the right choice when facing an emergency medical situation in the future.

## WORK PERFORMED

- + Custom Design Thinking Workshop Development & Facilitation
- + Strategic Co-Creation Programming
- + Creative Content & Design (Traditional and Digital)

## STRATEGIC APPLICATIONS

- + Service Line Marketing and Experience Design (Digital and Traditional)
- + Consumer Competency and Loyalty Programming

# WORK SAMPLES

## CUSTOM STUDIO PLANNING & FACILITATION



## Bespoke Design Thinking Workshop

### Achieving Accountability & Cross-Disciplinary Buy-In Through Co-Creation

LIFT frequently engages in design thinking workshops to identify insights, solutions and strategies with/on behalf of clients. Using design thinking tools and protocols, LIFT and LifePoint worked together to explore and define the emergency department user experience, and envision a more desirable path forward for promoting and educating consumers about the system's emergency care services. Programming and materials for this engagement were custom designed by LIFT, and the session was led by the agency's team of expert facilitators.

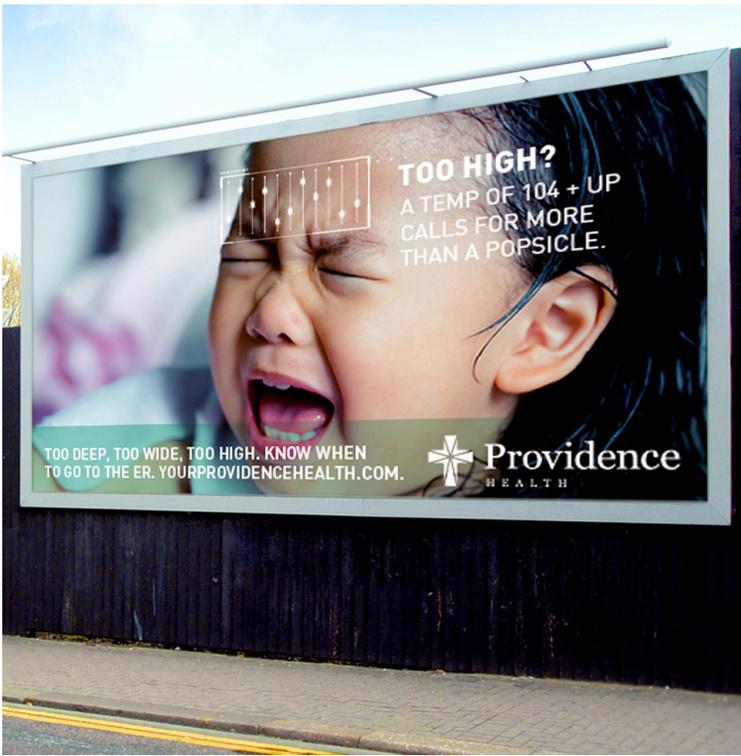
Through problem seeking and analogous thinking, the groups identified evidence-based opportunities for meaningful consumer engagement. Together, LIFT and LifePoint illuminated consumer needs, expectations, and milestones in the care journey that would serve as a roadmap for a strategic marketing campaign applicable across a wide-range of LifePoint markets to increase volume of well-qualified ED admissions in LifePoint hospitals.

# Consumer Marketing and Education

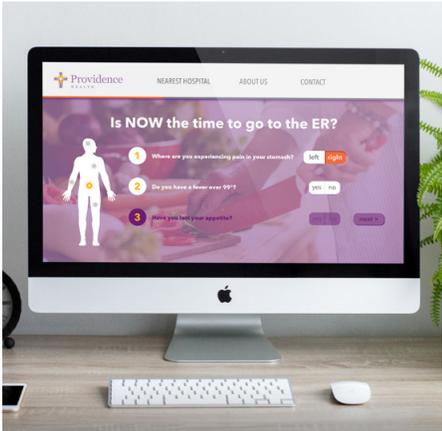
## Improving Consumer Competency While Promoting Service Line Utilization

Following the workshop that included purposeful discussion and ideation, several content/creative program constructs were designed and framed into prototypes for consideration. These included local market advertising creative supported by a robust multi-channel content program designed to aid in decision support and promote competency and literacy among healthcare consumers in need of emergency healthcare services. This program was also designed to position LifePoint hospitals as a relatable clarifying voice, calling out to experiences that are both memorable and relatable to general healthcare consumers.

### OUT-OF-HOME ADVERTISING CREATIVE



### DECISION SUPPORT TOOLS (WEB, CHAT, COLLATERAL)



# THANK YOU

**Our mission is your mission.**

**To UNDERSTAND** the community you serve through a lens of human centeredness.

**To THINK** about and maximize the impact your strategy can have on business goals as well as consumer competency, well-being, and community health.

**To IMPACT** positive financial, clinical, and strategic outcomes while educating and nurturing a more competent and loyal community of healthcare consumers.



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