



# CLIENT WORK CASE STORY



+



**PICTURED:** Custom photography art directed by LIFT featuring actual Beebe physicians in the community and leveraged in consumer outreach and education efforts. Custom photography and video production is a service available to LIFT clients.



**UNDERSTANDING**  
...FUELS THINKING.



**THINKING**  
...FUELS IMPACT.



**IMPACT**  
...FUELS SUCCESS.



**BEEBE HEALTHCARE** has maintained a prominent presence in its market throughout its 100-plus year history, yet the system is under constant pressure from local and regional competitors, and as such is required to market aggressively and purposefully in order to maintain local market share. It was through this lens that LIFT established its insights and design-driven engagement with Beebe Healthcare in 2015—starting first with a focus on the Women’s Health service line and later expanding to encompass the overarching brand and all service lines.

Whenever possible, LIFT leverages the voice and face of the Beebe community, embodied by real patients, to design messaging and content for virtually every channel imaginable—from traditional to digital to experiential. Our use of ethnography and design thinking throughout our engagement have served as the bedrock for extensive marketing and communications “pull-through” in the form of several successful campaigns and programs that continue today to support the Beebe vision and mission.

In addition to driving volumes in targeted service lines, we have helped tell the Beebe story through the eyes of the community—delivering a voice and design language that is both nuanced and authentic to stave off competitive pressure. Additionally, we have helped Beebe launch a major market expansion that includes a new outpatient surgery center, a freestanding emergency department, rapid physician and specialist roster additions, and other elements that will support market growth and success of the system.

## WORK PERFORMED

- + Mixed-Methods Research (Quantitative\* & Qualitative with Ethnography)
- + Brand & Service Line Campaigns (Digital and Traditional)
- + Consumer Education Content & Design (Digital and Traditional)
- + Collateral Content & Design
- + Custom Design Thinking Workshop Development & Facilitation
- + Other Design Work As Directed

## STRATEGIC APPLICATIONS

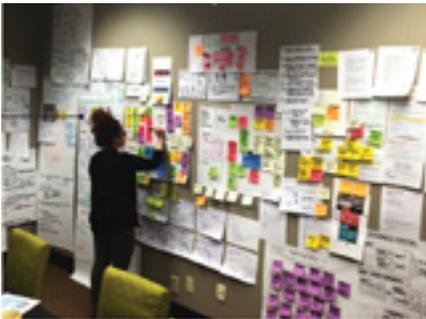
- + Brand & Service Line Marketing
- + Patient Education & Empowerment
- + Internal Stakeholder Support
- + Other Imperatives As Communicated

*\* Leveraging client-provided quantitative data.*





CUSTOM STUDIO PLANNING & FACILITATION



ALWAYS START WITH WHY.



**DESIGN  
STUDIO**

POWERED BY  
**LIFT1428**



## Bespoke Design Thinking Workshops

### 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 Beebe work together to develop marketing blueprints and envision a more defined path forward for the Beebe Healthcare brand and related strategic imperatives. Programming and materials for these sessions are custom designed by LIFT, and sessions are led by the agency's expert facilitators.

Involving key stakeholders within marketing, service lines, executive leadership, and other pertinent groups (i.e. other agency partners), these studios foster collaborative and co-creative discussions. This helps us to develop campaign constructs that resonate with the community at-large; identify opportunities to drive service line revenue for targeted clinical areas of focus; and position Beebe favorably in the market in order to stave off out-migration by leveraging human-centered design and content into marketing communications programming.



PRINT ADVERTISING (PATIENT STORIES)

SURGERY CAN MAKE EVEN THE BRAVEST FEEL NERVOUS. WE HELPED SIDNEY FEEL AT EASE.

*The Next Generation of*  
**EXPERIENCE**

BEEBEHEALTHCARE.ORG/SIDNEY | (302) 645-3300

Sidney said he'd rather face an enemy in battle than have surgery. But Beebe's surgical care team put him at ease, and now he says he would recommend Beebe to anyone who needed surgery. From registration through recovery and beyond, everyone at Beebe is part of your care team, ready to help you every step of the way.




WHEN HIS LIFE DEPENDED ON IT, RON KNEW HE COULD RELY ON BEEBE.

*The Next Generation of*  
**CONFIDENCE**

BEEBEHEALTHCARE.ORG/RON | (302) 645-3300

Ron says he's the luckiest person alive because he survived several strokes, and credits his Beebe care team with saving his life. He says the community is fortunate to have a health system like Beebe available, in all types of healthcare situations. Offering diagnostic testing, surgery, the only accredited Vascular Center in Delaware and offices located throughout Sussex County, Beebe's Vascular Services team offers patients the confidence in knowing they are there when it matters most.



KAREN DEPENDS ON US TO GET BACK TO THOSE WHO DEPEND ON HER.

*The Next Generation of*  
**WELLBEING**

BEEBEHEALTHCARE.ORG/KAREN



BILLBOARDS (PATIENT STORIES)

*The Next Generation of*  
**EMPOWERMENT**

beebehealthcare.org/andrea



*The Next Generation of*  
**EXPERTISE**

beebehealthcare.org/michael



Brand & Service Line Campaigns

Putting Real Voices at the Center of the Story

For Beebe, we were charged with designing a campaign that leverages the cultural characteristics of the community to support market positioning at the brand level while also promoting service line excellence in cardiology, orthopedics, oncology, women's health, surgical services and other key drivers of volume and revenue for the system. To accomplish this goal, LIFT has helped to co-create and execute several brand and service line marketing campaigns over the course of our relationship. A recent example ("The Next Generation of..." brand/service line campaign) is presented here, which was conceived in a LIFT/Beebe Design Studio Session (see Page 10) and ran over 18-months pre-COVID.

This campaign's multichannel execution—spanning broadcast, out-of-home, print, direct and digital—centered around the brand's key value messages and differentiators uncovered in insights and design thinking engagements and also incorporated real patient stories (where available) captured by LIFT's field ethnography team to help ensure that creative and content resonated with the system's community at-large.

BROADCAST/VIDEO (PATIENT STORIES)

CLICK IMAGES TO LINK TO VIMEO PLAYER(S)



DISPLAY ADVERTISING (GENERAL BRAND/SL)

PRINT ADVERTISING (GENERAL BRAND/SL)

The Next Generation of **EXPERTISE** FOCUSED ON GETTING YOU MOVING, LEARN MORE. Beebe Healthcare

The Next Generation of **EXPERTISE** FOCUSED ON GETTING YOU MOVING, LEARN MORE. Beebe Healthcare

The Next Generation of **EXPERTISE** FOCUSED ON GETTING YOU MOVING, LEARN MORE. Beebe Healthcare

The Next Generation of **EXPERTISE** FOCUSED ON GETTING YOU MOVING, LEARN MORE. Beebe Healthcare

FROM DIAGNOSTICS TO SURGERY, WE TAKE YOUR FUTURE TO HEART.

The Next Generation of **PRECISION** BEEBEHEALTHCARE.ORG/CARDIOTHORACIC (302) 644-4282

Our highly skilled and experienced cardiothoracic surgeons perform a wide array of advanced heart and lung procedures, including open heart surgery and minimally-invasive lung surgery. Procedures are performed in state-of-the-art operating rooms, supported by highly trained clinical team. Beebe's Cardiothoracic Surgery team follows each patient through the treatment and recovery process, providing a comprehensive and personalized experience.

Beebe Healthcare Cardiothoracic Surgery

YOUR FUTURE IS OUR FUTURE. LET'S GET THERE TOGETHER.

The Next Generation of **WELLBEING** BEEBEWOMEN.ORG (302) 645-9300 Beebe Healthcare

EXPERIENCE A STEP UP IN VASCULAR CARE FROM THE STATE'S ONLY ACCREDITED VEIN CENTER.

FROM DIAGNOSTICS TO SURGERY, WE TAKE YOUR FUTURE TO HEART.

The Next Generation of **PRECISION** BEEBEHEALTHCARE.ORG/CARDIOTHORACIC (302) 644-4282 Beebe Healthcare Cardiothoracic Surgery

The Next Generation of **CONFIDENCE**

The Next Generation of **CONFIDENCE** BEEBEHEALTHCARE.ORG/VEIN-CENTER (302) 645-3300

Accreditation by the Intersocietal Accreditation Commission (IAC).

BILLBOARD (GENERAL BRAND/SL)

STEPS AHEAD AND BY YOUR SIDE ALL THE WAY.

The Next Generation of **COMPASSION** BEEBEHEALTHCARE.ORG/CANCER-SERVICES

CROSS-CHANNEL CAMPAIGN TIE-INS

PHYSICIAN/PRACTICE PROMOTION

COLLATERAL

AWARDS & ACCREDITATIONS

**WHY CHOOSE BEEBE CARDIOTHORACIC SURGERY?**  
Beebe's Cardiothoracic program delivers precision care in our high-tech operating rooms. Our board certified surgeons offer more than 80 years of combined experience, helping patients get back to their lives faster. We offer both traditional cardiothoracic surgery and robotically-assisted thoracic surgery. Ask your doctor if these services are right for you.

**CARDIAC SURGERY**  
Beebe cardiac surgeons specialize in diagnosing and treating diseases of the heart. Procedures include: open heart surgery, coronary artery bypass, heart valve surgery, and more. Talk with your cardiologist about your needs.

**THORACIC SURGERY**  
Beebe's thoracic surgery team works closely with a multi-disciplinary group of specialists to diagnose and treat diseases of the lungs, chest, and esophagus, using the latest equipment and minimally-invasive methods, including robotically-assisted surgery. Additionally, our team offers a robust screening program for early detection as well as early detection. Discuss screening and treatment options with your doctor.

**FOR YOUR HEART AND LUNGS:** Proper screenings can help you and your doctor to understand your risk for heart disease or lung cancer, even before symptoms may be present. If you have these risk factors, ask your doctor about heart and lung screening.

<b>HEART</b>	<b>LUNGS</b>
<ul style="list-style-type: none"> <li>+ Have high blood pressure</li> <li>+ Have high cholesterol</li> <li>+ Are inactive</li> <li>+ Use tobacco</li> </ul>	<ul style="list-style-type: none"> <li>+ 55-74 years old</li> <li>+ In good health</li> <li>+ 30-pack-year smoking history</li> <li>+ Have smoked in the past 15 years</li> </ul>

Beebe Healthcare Cardiothoracic Surgery  
beebehealthcare.org/cardiathoracic

WELLNESS PROGRAM LAUNCH SUPPORT

beWELL

Beebe Healthcare



**EAT WELL. MOVE WELL. LIVE WELL.**  
Beebe Healthcare invites you to join us on a 12-week journey to take a holistic look at your health and wellbeing. If you've been wanting to make lifestyle changes that will improve your quality of life, BeWELL is the program for you. With BeWELL, you will develop your own vision of wellbeing, and be empowered to make personalized changes that will help you work toward your own goals so that you can live well – body and mind.

- THROUGHOUT THIS COMPREHENSIVE 12-WEEK PROGRAM, YOU WILL:
- Explore a new wellness-focused topic each week. Topics include healthy eating, movement and exercise, stress management techniques, and the importance of connection and support.
  - Build skills to help you make sustainable lifestyle changes.
  - Develop strategies and receive tools and resources to help you live your best life.
  - See the impact of positive lifestyle changes with biometric testing at the beginning and end of the program.
  - Receive individualized support and health coaching sessions with a board certified health and wellness coach.

Begin your journey to improved health and wellness today. To register, visit [bebehealthcare.org/be-well-lifestyle-program](http://bebehealthcare.org/be-well-lifestyle-program).

beWELL lifestyle program

WHEN  
Wednesdays  
Feb. 19 – May 6 | 4:30-6:00 p.m.

WHERE  
Beebe Physical Rehabilitation Services  
19,324 Lighthouse Plaza Blvd.  
Rahway, NJ 07065  
(next to the Super Giant off of Route 1)

INVESTMENT \$299  
A discount is available for Beebe Team Members upon registration. Contact [beewell@bebehealthcare.org](mailto:beewell@bebehealthcare.org) for more details.

Beebe Healthcare

beWELL wellness for everyone  
The BeWELL program is offered through your Physical Health and Behavioral Health team.

Thank you

You dedicate your life to caring for others. Let Beebe help you care for yourself.

Beebe Healthcare is here to support you in being the best, healthiest version of yourself – in mind, body, and spirit. The beWELL program will empower you with knowledge and skills to help you live well – at home, work, or wherever you are.

To learn more visit [www.beebe.net.org/team-member-resources](http://www.beebe.net.org/team-member-resources), or contact us at [beewell@bebehealthcare.org](mailto:beewell@bebehealthcare.org).

ENTERPRISE INTRANET LAUNCH SUPPORT



goodbye email

beebe.net.org  
Internal communications are moving to the BeebeNet, the new resource for the news and information you need as a Beebe team member.

7am / 7pm  
beebe.net.org

- QUICK TIPS**
- Information that was previously shared in KII is now shared as a post, email, or article on the BeebeNet.
  - Use the search tool to locate items made at month, after they were originally posted.
  - In addition to posts, you can find applications, tools, and resources by using the search tool.
  - Find the search tool in the blue bar at the top of your screen. On some monitors, you may need to click the three-dot icon to search.
  - Have something you'd like to share on the BeebeNet? Email [beebe@bebehealthcare.org](mailto:beebe@bebehealthcare.org) or click BeebeNet Submissions on the homepage.

**Check Out Our New Features**  
*Never miss a post.*  
Whenever possible, content is posted around shift change time (7 a.m. and 7 p.m.), so that everything you need to know for the day is available to you at the first opportunity you have to view the BeebeNet.

**Smart timestamps on posts.**  
Posts are now stamped with the time they were published, rather than the time they were created. This will help you view everything in chronological order and eliminate any confusion around when the BeebeNet feed was last updated.

**Key posts pinned at the top of your feed.**  
Particularly important messages, such as Messages from the President or important benefits information, will be "pinned" to the top of the BeebeNet feed. Newer messages will appear below that one as long as it remains pinned, so always scroll down a few posts to see if there is anything new.

Have a question? Email [beebe@bebehealthcare.org](mailto:beebe@bebehealthcare.org).

Beebe Healthcare

Everything you need, in one place.

"Where can I find ... ?" It's on the BeebeNet! We are working hard to include all the resources, documents, and information that you need to access in order to do your job well. We are also continually making behind the scenes updates to improve functionality and create a more user-friendly experience.

"What if we added ... ?" Tell us what you need! We welcome your suggestions of what information or features you would like to see included on the BeebeNet. Please send an email and let us know what we can do to improve your experience!

Have a suggestion?  
Email [beebe@bebehealthcare.org](mailto:beebe@bebehealthcare.org).



IT'S ON  
beebe.net.org  
QUICK TIPS

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New, helpful updates are coming to the BeebeNet!

YOU ASKED, WE LISTENED!  
beebe.net.org



WHAT'S CHANGING?

Clinical Resources

THIS PAGE IS BEING REORGANIZED TO MAKE LINKS AND RESOURCES EASIER TO FIND. There will be separate white boxes (also called cards) for ILMRs, Tools, Resources, Downtime Links, and more. These changes will also make it easier to find answers to surveyor questions.

Pharmacy & Library Pages

The feed is being removed from the Pharmacy page to provide more space for links and resources. The Library page is being removed and ALL LIBRARY RESOURCES WILL BE ACCESSIBLE VIA A CARD ON THE CLINICAL RESOURCES PAGE.

To see a preview of these changes, go to [beebe.net.org/upcoming-changes](http://beebe.net.org/upcoming-changes) or click the Upcoming Changes link under BeebeNet Resources on the right side of the home page.

IS THERE A CHANGE YOU'D LIKE TO SEE ON THE BEEBENET?

Email [beebe@bebehealthcare.org](mailto:beebe@bebehealthcare.org) with your suggestion, which will be considered based upon the analytics that show how team members are using the site and the business need.

Beebe Healthcare

Internal Stakeholder Outreach & Activation

Promoting Brand Cohesion and Advocacy Through Team Member Engagement

LIFT is occasionally approached by Beebe Healthcare's marketing and outreach team to provide content and design support around internal communications initiatives centered on engaging and activating employees in fresh and innovative ways.

By employing fresh design conventions and empathic content in these materials, LIFT is able to help Beebe maximize participation and engagement among its internal stakeholders while also strengthening their affinity for the Beebe brand outside of the workplace.



CONTENT & DESIGN (PUBLICATION)



DIGITAL CONTENT (INFOGRAPHICS & "PRINTABLES")



EXPERIENTIAL (JOURNALS & CONVERSATION CARDS)



Consumer/Patient Empowerment & Education

Promoting Consumer Competency to Increase Healthcare Utilization

In addition to brand and service line marketing content and design support, LIFT also collaborates with Beebe to drive a comprehensive and multi-channel content marketing program anchored to its quarterly custom consumer publication, *Beacon*, to breathe new life into their population health and service line marketing efforts and start a conversation with the community they serve. These efforts are part of a “hub-and-spoke” content marketing strategy that also incorporates the system Web site (Beebe’s “Health Hub”), email marketing, digital advertising inventory, social media, and creative direct marketing efforts.

Our designful and empathic approach to healthcare consumer content can also be pulled into patient education materials (i.e. pre-op and post-op patient guides) to help promote positive outcomes by ensuring that these materials are consistent with their needs and expectations without compromising the brand voice.

PRE/POST-OP PATIENT EDUCATION & ACTIVATION

**Cardiac Surgery/ERAS Guide**

YOUR SURGERY DATE | YOUR SURGEON | OFFICE PHONE NUMBER

Your surgery will be at the Wingard St. Balfour Lewis Campus  
401 Sawtooth Road, Lewis, Delaware | [beebhealthcare.org](http://beebhealthcare.org) | 302-645-6300

Action Checklist

- Have any blood work or pre-operative tests done that are ordered for your surgical team.
- Prepare for your return home after surgery and coordinate help and support at home. The average length of a hospital stay for most planned surgeries is 3-5 days. See page 33 for nutrition guidance.
  - Plan ahead to have someone deliver items available after surgery.
  - Prepare and freeze meals ready to eat.
  - Stop the number or line that carry on top options. Consider 4 oz. of milk, yogurt, or cheese for easy go-to's.
- Take pre-surgical showers. This is important to reduce the number of germs on your skin prior to surgery. The surgical soap uses a soap for 4 days before and the morning of your surgery. Please arrange 11 of the surgery leader. When to request location for detailed instructions on how to clean your skin before surgery.
- If you smoke, talk to your doctor about the benefits of quitting. Smoking increases your risk of complications, infections, blood clots, pneumonia, and breathing problems after surgery. Doctors offer a free program at 888-QUIT-NOW (888-488-2888) or call 302-442-6300 for a range of free-to-be smoking. Quit centers are available through Beebe-Centers for Health and Stroke Pulmonary Rehab.



Easy Eats

- GRAB A PREPARED NUTRIENT DENSE BITE**
- Take one of your prepared frozen bites inside-out before you leave overnight to the refrigerator, and heat tomorrow!
  - Thicker or low-fat dairy on top options are packed with nutrients you need for recovery! 4 oz. of milk, yogurt, or cheese make easy go-to's.
- STRUGGLING WITH POOR APETITE?**
- Small and frequent... a teaspoon is better than nothing.
  - Get a timer and have a "nutritious nibble" every 2 hours.
  - Adjust your expectations for portion size.
- CONSIDER NUTRIENT DENSE MINI-MEALS**
- 1/2 cup pouches with 2 tbsp. cottage cheese
  - 1/2 also white whole bread with 1/2 cup tuna in water
  - 1/2 banana with 1 tbsp. peanut butter
  - Mixed 1/2 banana, 1 tbsp. peanut butter, 1/2 cup low-fat milk\*
  - 1/2 cup Greek yogurt with 1 tbsp. granola and 1/2 cup dried fruit
  - 1/2 cup plain oatmeal with nutria
- FOOD SMELLS MAKE YOU NAUSEATED?**
- Crye a window slightly when heating foods.
  - Cover cooked containers away from you.
  - Make sure you are hydrated. (Did you know that feeling nauseated is one of the earlier signs of dehydration?)
- \*Bites also have resources available for patients who are unable to afford food. Please contact Beebe Population Health for more information as to whether you may qualify.

DO NOT eat or drink anything after midnight before surgery.

\*Consider any fluid recommendations given by your physician.

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**Fluid Intake CALENDAR 2022**

FLUID INTAKE

MEALTYPE	MEALTYPE	MEALTYPE	MEALTYPE	MEALTYPE
MEALTYPE	MEALTYPE	MEALTYPE	MEALTYPE	MEALTYPE
Wine, Tea, Coffee, Soda	1 cup/shot	0 fluid	1 cup/shot	0 fluid
Apple	1 cup/shot	0 fluid	1 cup/shot	0 fluid
Ice cream	1 cup/shot	0 fluid	1 cup/shot	0 fluid
Spicy, Fried, Greasy, Fatty, Creamy, Fried, Fried	1 cup/shot	0 fluid	1 cup/shot	0 fluid
Alcohol	1 cup/shot	0 fluid	1 cup/shot	0 fluid

JANUARY 2022

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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The efficacy and quality of LIFT's work for Beebe Healthcare exemplifies our deep and nuanced understanding of consumer healthcare, particularly in the context of hospital and health system marketing. Our belief that better health outcomes will be achieved through deeper patient understanding is reflected in our output and the success of our client both locally and in the mid-Atlantic region.

LIFT is standing by to assist. With a staff of designers, strategists and healthcare market specialists, we are eager to come to the table and discuss how LIFT can drive success of your hospital or health system

# THANK YOU

## LIFT IS ON A MISSION, ARE YOU?



Do you seek to **UNDERSTAND** the community you serve through a lens of human understanding, empathy, and diversity.



Does your team **THINK** strategically to maximize the impact your marketing investments can have on business goals as well as consumer competency, stakeholder well-being, and community health.



Are you keen to **IMPACT** positive financial, clinical, and strategic outcomes while educating and nurturing a more competent and loyal consumer community.



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FOR MORE INFORMATION CONTACT DAVID MCDONALD AT  
423.596.2635 OR DAVID@LIFTHEALTHCARE.COM  
WWW.LIFTHEALTHCARE.COM