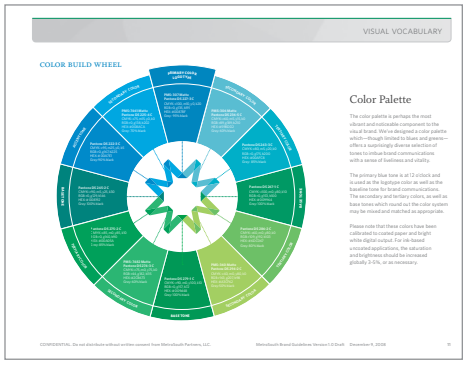
# MetroSouth Medical Center

## Modernizing Accessible Community Healthcare

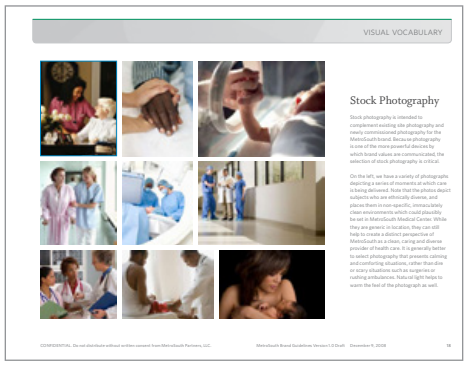


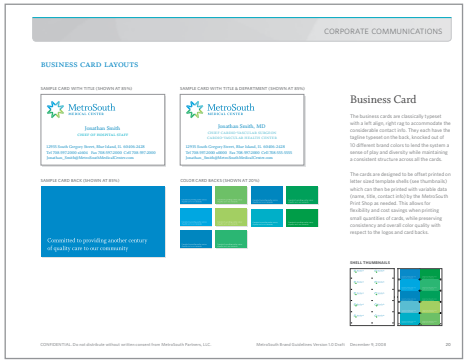

MetroSouth
MEDICAL CENTER










**Brand Challenge**

Newly named MetroSouth Medical Center took over what had been a venerable but failing 103-year old, charitable, Catholic hospital in Chicago's south suburbs, In an abrupt turn-around, the hospital became a for-profit, secular business and needed to quickly build a new trusted brand and strengthen & grow long-standing relationships within the community and among hospital staff. No stone could be left unturned in transforming the brand on-site and in the community.

**What We Did**

We led company-wide brand strategy workshops to build a shared vision and messaging strategy for MetroSouth moving forward. By leveraging the goodwill of the hospital's history of compassionate care, while adding the appeal of modern, state-of-the-art healthcare MetroSouth would be driven by one singular goal: delivering superior patient and practitioner experiences. Anchored by a comprehensive design strategy, MetroSouth's brand was then executed across every aspect of the hospital experience—from visual identity and wayfinding signage to outreach, brochures, forms, advertising campaigns, and beyond.

**The Results**

MetroSouth's new strategy has connected with patients, physicians, employees, volunteers and the community at large. The hospital's new design system, style guidelines and messaging strategy helped smooth MetroSouth's transition, and continue to aid staff in consistently projecting the hospital's values. A skeptical community and staff have come to embrace the many positive contributions this new hospital offers. As a result, it has increasingly attracted better physicians, which in-turn further establishes the new brand promise of superior healthcare.

"MSDS was a perfect strategic partner. Our hospital changed from being seen as a non-profit & religious hospital to a commercial enterprise almost overnight. As the area's largest employer and primarily serving an economically disadvantaged community, people were scared for their jobs and for the availability of affordable healthcare. MSDS quickly, expertly helped us close the gap on these fears and project a positive, well-embraced brand, delivering all the right tools to continue expressing our vision."

**Larry Krule**
**Chief Restructuring Officer, MetroSouth Partners, LLC**









