

MetroSouth Medical Center

Creating a New Patient-Centric, Physician-Driven Brand

After 103 years of faithful service to its suburban Chicago community, St. Francis Hospital faced bankruptcy due to failed decisions that tarnished its reputation and alienated practitioners. Rescued at the 11th hour, turnaround specialists Transition Healthcare needed to quickly revitalize the hospital—transforming it from a Catholic charity hospital to a for-profit, non-denominational business, MetroSouth Medical Center. With a contractual obligation and looming deadline, MetroSouth faced the difficult task of quickly introducing a new brand while maintaining continuity with the hospital's community and staff. They also needed to re-connect with practitioners to win back their trust. Over 18 months, MSDS worked with MetroSouth on brand strategy, messaging, visual identity, signage, communications, and advertising—leaving no stone un-turned in helping MetroSouth pivot and turn towards its next 100 years of success.

MSDS

Branding & Interactive for Nonprofits & Academia
611 Broadway, Suite 430, NY, NY 10012 / 212-925-6460 / info@ms-ds.com / ms-ds.com



Brand Strategy & Visual Branding

To align MetroSouth's employees with a clearly defined set of values, a new mission, and a new way of doing business, we developed strategy to establish the core pillars on which MetroSouth's brand would stand. Starting with executive stakeholder interviews, we got the back-story on the problems that led to St. Francis' failure, then learned how MetroSouth planned to turn things around. After market research into peers and audiences, we conducted brand strategy workshops with management and physicians to create a shared vision for MetroSouth moving forward.

The resulting positioning and messaging delivers the vision of a modern community healthcare facility that delivers superior patient and practitioner experiences—differentiating MetroSouth while speaking to the interests of practitioners and the needs of the community. With brand strategy in place, we then developed a multi-faceted logo and visual branding; documenting standards for every designed expression of the hospital experience created over the next year.



Physician Communications

Critical to the success of MetroSouth's new business strategy was re-connecting with a physician and practitioner community that St. Francis Hospital had distanced with business practices that failed to meet their needs and interests. With a stated business strategy to be a "physician-driven" hospital, our challenge was to communicate with clarity and great detail, the vision of the MetroSouth's new leadership, its innovation in core practice areas, a streamlined and focused credentialling process, and above all, the opportunities MetroSouth offered.

We collaborated with MetroSouth's executive management and department directors on content and design strategy to develop outreach communications, lead by a physician's guide to practicing medical care at MetroSouth. Visually, communications extend the brand's new vibrant aesthetic, while targeting medical professionals with messaging, data visualizations, and statistics that quantitatively make the case for practicing care at MetroSouth.



Patient Communications

Knowing from our research that patients receiving care at St. Francis were confused by everything from poor signage to critical information about their care, a key priority for MetroSouth was improving the patient experience from top to bottom. After redesigning the hospital's way-finding signage and forms used to admit and process patients, we developed a suite of patient-friendly brochures. Working with each of MetroSouth's department directors, we took the hospital's previously impersonal content, laden with medical jargon, then wrote patient-centric copy to deliver solid information in a helpful, accessible manner.

With our copywriters hard at work, our design team created a consistent, scalable publishing system for MetroSouth's patient brochures, leveraging the hospital's new brand colors as the organizing principle, and custom illustration added to make information about medical procedures and tests easy to understand for patients and families looking for reassurance.