

Case Study

Public Relations & Marketing • National Healthcare Organization

Background

A regional division of a national healthcare organization was finding it increasingly difficult to reach and provide services to its target audience. Additionally, it was facing diminishing public support and participation in fundraising activities.

The organization asked Altyris to provide public relations and marketing guidance to accomplish its mission of improving the quality of life for individuals suffering from a debilitating disease and to support research into a cure for the disease.

Analysis and Teamwork

Our public relations advisors began by evaluating the organization's activities and demographics of the targeted segments. Geographic and needs analyses determined that the targeted needs group had become increasingly dispersed and was therefore increasingly difficult to reach using traditional communications approaches. Our evaluation also established that diminishing public involvement was not due to diminishing interest, rather it was primarily due to lack of effective communication by the organization.

Based on this analysis, our advisors structured a PR campaign utilizing Internet communications as well as traditional media. We established the national organization's first podcast primarily for the delivery of much-needed information and assistance to the targeted needs group and secondarily for communication with the general public. Media relationships were enhanced and additional press coverage was arranged prior to and during events.

The Altyris creative team and marketing specialists developed materials to support the public relations effort through carefully targeted advertising on television, radio, billboards and in print.

Results

The client's public relations and marketing campaign increased media coverage by 250% and resulted in a 600% improvement in program reach to the targeted needs group. Regional fundraising events realized a strong growth each year despite declining event participation nationally. In addition, the organization was able to meet its ambitious annual budget despite declines in the general economy.