



SERVICES

- Public Relations
- Branding and Messaging
- Graphic and Web Design

HEALTHCARE RESOLUTION SERVICES

■ SITUATION ANALYSIS

HealthCare Resolution Services (HCERS) is an emerging provider of health information management services, including medical coding, auditing and professional staffing. For more than a decade, the company has ensured program integrity and improved outcomes for the federal government, U.S. military, private sector organizations and state and local government agencies.

After more than 10 years in business, HCERS was ready to reach the next level in the health care industry. With ambitious growth plans and a need to appeal to existing public sector and commercial clients, HCERS needed a market presence that could help the company soar to new heights.

Following an extensive agency search, HCERS selected Boscobel to create and execute an integrated marketing and communication strategy that would re-brand the company, establish thought leadership and assist them in reaching their business goals.

■ OBJECTIVES

- Establish a messaging platform for the company to articulate its vision, mission, capabilities, differentiators and unique value proposition.
- Create a fresh visual identity with a sharp, modern and clean “look and feel.”
- Update the design and content of the HCERS Web site to improve functionality, scalability and search engine optimization.
- Design and produce a new trade show booth adaptable for use at large and small events in the public and private sectors.
- Conduct a public relations campaign to build awareness and show thought leadership among

customers and industry partners about the company’s capabilities in program integrity, health information management, and professional, technical and medical staffing services.

■ TACTICS

Messaging: First, Boscobel set out to establish the HCERS brand. In-depth interviews with senior executives, key customers and industry partners helped assess how key audiences perceived HCERS’ differentiators, what made the company truly unique and what it was like to work with HCERS.

This process produced 25-, 50-, 100- and 250-word messaging platforms that were used to guide the new creative development process and, eventually, external communications with the media.

Visual Identity/Logo Design: Because of the highly skilled and technically complex nature of HCERS’ work, Boscobel’s logo design strove to communicate a feeling of competence, accuracy and precision. The logo was also distinctive in the market, appealed to both government and commercial customers, and could grow with the company.

The icon used the first letter of the company name, “H,” expressing a clean geometry powerful in its symmetry and simplicity. By staying away from traditional health care imagery, the logo did not limit HCERS to a specific industry or range of services.

To ensure consistent application of this distinctive visual identity across all marketing platforms, Boscobel developed a new set of graphic standards. A new trade show booth was the first application of the updated visual identity.

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HCRS

Web Site Design: Boscobel completed a comprehensive site redesign, including copy, to bring the new visual identity and messaging front and center on the Web. The end result was a new, scalable Web site with a custom-built content management system (CMS) that facilitated easy internal maintenance. The CMS was structured to work in tandem with content-based search engine optimization and Google Ad campaigns to help increase Web-based lead generation.

Public Relations: Boscobel kicked off an ongoing public relations campaign that used specialized tactics to reach prospects, partners and potential employees in the public sector and commercial industries.

Boscobel introduced HCRS as a robust source for media by arranging meetings with key editors and reporters, aligning the company with specific contract opportunities, promoting its expertise in electronic health records management and program integrity, and establishing a steady news stream of press releases to show HCRS' growth and ongoing success.

“ In less than four months, Boscobel worked with us to deliver a new set of tools to launch our new brand identity and help our company grow and succeed: a messaging platform that helped us focus our communications campaign, a new logo that helped us differentiate ourselves from competitors, and a scalable Web site that gave us a new way to drive and capture leads. At the same time, their deep understanding of the federal and health IT markets gave us a unique advantage when launching our public relations campaign.”

STEPHANIE SHOEMAKER BREEN

MARKETING AND PUBLIC RELATIONS MANAGER
HCRS, INC.

RESULTS

HCRS' ongoing PR campaign has helped to establish the company as thought leader in the marketplace, and has already garnered significant coverage in trade and business publications.

HCRS received a tremendous amount of positive feedback on the new logo and Web site, both internally from executives and employees across the country, as well as externally from customers and partners.

Immediately following the redesign and launch, Web site traffic spiked by nearly 50 percent. Since then, the site has continued to receive steady traffic, and including more than 5,000 unique visitors and 22,187 page views from 43 countries/territories.

The Web site continues to complement HCRS' ongoing public relations campaign, as Boscobel continually encourages reporters and editors to learn more about the company by visiting the Web site. The newsroom is regularly updated with press releases and articles quoting company executives, showing HCRS' ongoing success and growth as well as driving further traffic to the Web site.