

HOSPICE OF LANSING/IONIA AREA HOSPICE

Case Study

Client Situation

Hospice of Lansing/Ionia Area Hospice (HOL/IAH) is a non-profit hospice serving west and central Michigan. They needed to quickly expand their reach and ability to solicit a response from potential donors. Furthermore, with more than 100 employees and volunteers operating without a cohesive story, it was apparent that HOL/IAH, while an extraordinary organization with an admirable mission, lacked an internal communication strategy, and a coordinated external communications program and marketing strategy.

Client Challenge

There were three unique challenges facing Hospice of Lansing/Ionia Area Hospice:

- Develop an identity and unique external marketing campaign for the Lotus Society fundraising breakfast with the goal of exceeding their donation target.
- Develop an internal communications/external communications plan that would stand the test of time.
- Develop an inbound marketing plan in order to grow their shrinking referral base.

Our Solution

PMSI Marketing Group (PMSI) worked with the existing HOL/IAH organization, to facilitate an overall market strategy workshop. This meeting involved bringing together key internal and external stakeholders (including community representatives and potential patients) to review the marketing/communications needs, target audiences, SWOT, goals, and current mission, vision and marketing plans for HOL/IAH. Findings included:

- There is a common misperception that all hospices are the same when in reality there is a true distinction between hospices in care, reach and profit status
- Most external targets preferred HOL/IAH but needed more defined ways to connect HOL/IAH to "hospice" in general
- Internal stakeholders were siloed leading to communication issues
- There was no mechanism to gather feedback from key external stakeholders
- A clear marketing and communication strategy plan was needed with an action plan consisting of goals, ROI and measurements

After our engagement with HOL/IAH, which included, surveys, exercises, and focus groups were complete, PMSI made a series of recommendations on how to:

- Reach their audience
- Restructure internally processes of reaching the local community, potential patients, business leaders and referral partners
- Update collateral material to reach their potential families and referral sources in alignment with their strategic goals

PMSI also built the strategy for HOL/IAH's Lotus Society's inaugural breakfast fundraiser by working with internal teams and building on the existing suggested marketing strategies from the overall marketing strategic plan.

This included a defined marketing and PR strategy with tight deadlines and deliverables encompassing many partners.

RESULTS

Based on feedback from our workshops, including focus groups and continued surveys of stakeholders, PMSI worked with the HOL/IAH team to define their messaging, focus on targets with high percentage ROI, develop internal structures for communicating with key targets and utilize technology to enhance client experience and reach.

To that end, PMSI assisted in the application for, and received, a Google Grant for \$10K worth of AdWords each month of free advertising.

The new internal and external strategy resulted in:

- Increase of 125 percent in website traffic
- Increase of 250 percent in online inquiries
- Exceeded their fund goal of \$125,000 for their initial fundraising breakfast Recognition for the design and communication of fundraising materials
- Increased recognition of the HOL/IAH brand by 35 percent in 6 months after the campaign
- Development of an ongoing action plan with clear targets, precise messaging, measurements of success and goals tied to stakeholder feedback

The PMSI team was instrumental in defining our direction in order for the HOL/IAH organization to move forward. We are a non-profit hospice with a big heart and great people helping families during a tough time in their journey. PMSI helped us to not only tell that story and reach more families, they helped build a roadmap to success that we continue to use every day. They are game changers.

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