



## BRAND DEVELOPMENT AND INTEGRATED MARKETING STRATEGY

### THE OPPORTUNITY

Palmeira Home Health is a division of Palmeira Health Services, headquartered in Southern California and a leading home health care provider offering skilled nursing services to patients in Arizona and Nevada. Palmeira currently works with over 500 physicians, hospitals and rehabilitation facilities but is well-positioned for growth by leveraging the fact that Palmeira readmission rates for patients are lower than the national average, a key success indicator within the highly regulated industry. The company recently merged Horizon and St Elizabeth home health companies into Palmeira which has little recognition in the marketplace which presents an added challenge to increase growth.

### THE APPROACH

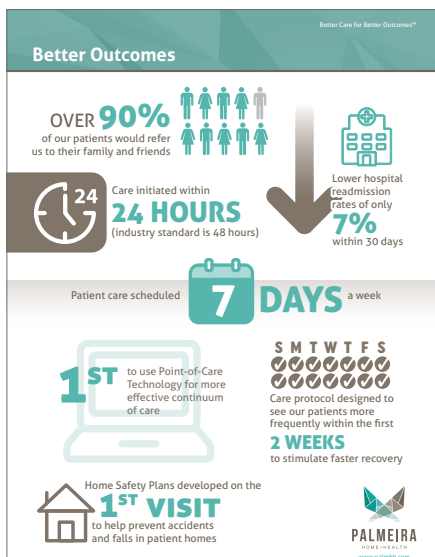
Strategic business assessment and planning refined growth efforts with targeted focus on specific growth markets with measurable goals and timeline. We worked with Palmeira to establish a branded platform of Better Care for Better Outcomes™ and developed a full range of corporate assets from website development to customer and patient brochures plus a series of direct and digital marketing communications to highlight a range of industry quality measurements to create awareness for the new brand Palmeira and differentiate the organization from its well-established competitors.

### THE RESULTS

Since the campaign's initial launch in 2018, Palmeira has already expanded its coverage into rural Arizona with the opening of a new office east of Phoenix. Double digit patient increases are being tracked through new physician and facility referrals and digital strategies are tracking increased consumer-direct leads from seniors recovering from hospital stays, recent surgeries or those with chronic health issues as well as their significant others and adult children decision-makers. Public relations efforts targeting general media as well as health care industry publications are beginning to create awareness and build credibility in the marketplace for Palmeira as a high quality, new option in the marketplace.



Direct Mail Postcard



Infographics



Physician Brochure



Patient Brochure