



[CHALLENGE]

CHRISTUS Health is a leading healthcare provider in the southwestern United States. With a presidential election taking place in November 2008, CHRISTUS Health, along with the Catholic Health Association, was preparing itself for a year-long public affairs campaign addressing universal healthcare coverage for the poor, sick and elderly. CHRISTUS chose Witherspoon to develop a logo and slogan, as well as produce an advocacy video and collateral materials for the effort.



[STRATEGY]

It was determined that the public affairs video would need to be the first project to produce, since scheduling camera time with elected officials was based on their availability. The video would feature CHRISTUS advocates and elected officials telling the story of successful healthcare initiatives within the system. Because CHRISTUS Health hires very few lobbyists, and employees serve as the direct line between the organization and elected officials, Witherspoon coordinated the selection of several CHRISTUS advocates for the video. The production would need to convey the efforts of the employee "advocates," and have a compelling message that would cause the viewer to take action. Witherspoon would also use these sessions to assemble points of difference for the branding efforts that would be used in collateral materials.



[SOLUTION]

Witherspoon coordinated several work sessions with CHRISTUS' Marketing and Public Affairs teams. Storyboards were developed for the video, and Witherspoon developed a plan of work that included site visits throughout Texas and Louisiana. Video locations included both state capitols, and Witherspoon conducted one-on-one interviews with numerous elected officials, including U.S. Congressman Charlie Gonzales of San Antonio and Governor Rick Perry of Texas. Witherspoon developed a campaign slogan – "Putting Care Within Reach" – and created an 8-page brochure and push card for the effort. Careful review ensured that each campaign element would articulate the goals of CHRISTUS Health, making a complicated issue easy to understand for elected officials, CHRISTUS employees and the general public.



[RESULTS]

The video and brochure became the centerpiece of the healthcare system's national campaign promoting universal healthcare. As a result, each element is a standard training tool for CHRISTUS employees and CHRISTUS advocates, and is regularly shown and delivered in public venues and at elected official briefings.