



SERVING YOU FROM OUR HEART

Defining & viewing value of:

Integrated Marketing Communications

What is the Concept of Integrated Marketing Communications (IMC)?

- Ensures all communication, messages and marketing are unified to provide:
 - Clarity
 - Consistency
 - Maximum communication impact
 - Focus on the customer

- Utilizes a comprehensive plan evaluating the strategic roles of each communication discipline to create consistent messaging across all channels.

- Integrates all promotional methods to work together in harmony with intention to reinforce each other, such as:
 - Company Brand Recognition
 - Public Relations
 - Advertising and Sales Promotion
 - Direct Mail and Personal Selling
 - Websites and Internal Newsletters

- Lastly, IMC is defined as a “planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time.” *American Marketing Association*

How does IMC Benefit a Company?

- Supports the higher level corporate mission, vision and core values.
 - Messaging shares one voice all of the time, every time.
 - Departmental integration shares relevant data resulting in stronger consciousness of decision-making, actions and messages to customers.
 - Internal marketing keeps staff informed, motivated and trained on corporate identities, and new developments, service standards and strategic partners.
 - External partners remain informed of a cohesive company message, and deliver seamless solutions to customers.
- Creates a competitive advantage.
 - “Cements” a bond of loyalty with customers. Customers who come back or share your company’s brand with others carries a powerful competitive advantage.
- Boosts sales and profits.
 - By consolidating a company’s image through developed dialogue and nurturing customer relationships, the customer is easily moved through the various stages of the buying process.
 - Increased effectiveness of reaching a customer is a natural result of a unified message as opposed to a myriad of disjointed messages.
 - Studies indicate that images used in direct mail and advertising boost company awareness and brand recognition.
 - Integrated messages also deliver timely reminders to stay interested.
 - Consistency = credibility.



Benefits, continued

- Saves money, time and stress.
 - Eliminates duplicate spending on graphics, design and photography since they are shared company-wide for all communication methods.
 - Third-party agency design fees are reduced significantly by utilizing in-house corporate marketing.
 - Any agency design fees incurred are secured at a much lower-than-national-average locked rate with the company's preferred design partner.
 - Negotiated printing fees are also secured company-wide via preferred printer.

Integrated Marketing Communications SAVES money, time and stress.



- Company Brand Standards shorten time spent on creative processes.
- Time is saved by one corporate marketing source developing content and design that is available company-wide.

- Also an advantage on time is utilizing external partners who are aware of the cohesive company message.
- Integrated communications saves time by sharing of information in departmental briefings, creative sessions and strategic planning.
- Sharing of information reduces workload and stress levels.
- Clear, in-depth Customer Relations Standards also reduce stress levels by providing all staff with expectations and subsequent training.
- Ultimately, we can save our customers time by being so helpful with comprehensive messaging that they select us instead of a competitor.

IMC helps nurture customer and staff relationships and presents a REASSURING sense of order.



What are the Challenges of IMC?

- Not eager to accept concept.
 - Departmental sharing requires constant communication, which at first can feel like more work or not worth the effort.
 - Managers can be protective of their budget, ideas and power base.
 - Anyone too resistant to change will result in their lack of commitment.
- Organizational structures may not necessarily accommodate integrated communications due to sensitive material.
- Creativity can feel stifled by staff who feel overly worried about “fitting into the overall marketing communications strategy.”
 - What works for one target audience may not work for another.
 - Nurturing the company brand over the long-term may conflict with short-term advertising or promotions to boost immediate interest from customers.
- Lack of know-how.
 - Marketing communications – their sum greater than their parts – is not a common type of planning. Thorough understanding of a customer’s needs, emotions and interests are essential to create accurate, relevant messages from every company communication method shared.

THE GOOD NEWS:

With full team support of the company’s mission, vision and core values, support for the IMC initiative should come easily by understanding the benefits of IMC. By adding “integration” on the agenda for various meetings or departmental briefings, all staff will understand the importance of a consistent message. Sharing the company’s Brand Standards and Customer Relations Standards will act as tools guiding staff to better understanding. If we link our core values to “Think of Our Customers First,” we reinforce our integrated communications to always reflect “SERVING YOU FROM OUR HEART.”

2017 Project Forecast

- Publish Grace Healthcare Brand Standards Guide

- Hospital Target Marketing

- Multi-Sensory Room

Staff Training Manual

- Multi-Sensory Room

Promotional Video



- Customer Relations Standards Staff Training Manual

- Customer Relations Standards Orientation Video

- Website Re-design: Corporate & Facility-Specific Sites

- Abuse Prevention Orientation Video

2017

Multi-Sensory Room Manual



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2017

Customer Relations Standards



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SERVING YOU FROM OUR HEART
INTEGRATED MARKETING COMMUNICATIONS



MELISSA CECHOTA, a Grace Healthcare team member for close to six years, is the **Director of Creative Design** for the newly developed **INTEGRATED MARKETING COMMUNICATIONS (IMC)** department in our Chattanooga home office. During Melissa's time with Grace, she has provided Clinical administrative support, developed Grace Brand Standards (logo creations/use, colors, fonts, consistent messaging and imagery to differentiate our brand from our competition), created new facility brochures and marketing collateral, and served as communicator and theme design coordinator for Annual Meeting. She has also contributed to facility Open Houses and several facility interior renovations in the last couple of years. Originally from Chicago, but a resident of Tallahassee for 18 years after a childhood relocation, Melissa has been living in the Tennessee/Georgia area for over a decade. She graduated from Southern Adventist University with a Bachelor's in Mass Communications, emphasis on Writing/Editing, and a minor in English. She says she really enjoys gardening, but wishes her mini-farm of chickens and turkeys would leave the gardens alone! She looks forward to redesigning Grace's Websites in 2017, as well as publishing the Brand Standards Guide, providing support for publishing new company manuals and videos, and introducing a company newsletter.



KELSEY DE HAAN, our **Communications Coordinator**, became an official Grace Healthcare employee a year and a half ago after working for a non-profit sister company. Kelsey first assisted our Grace team with the implementation of our newly developed Multi-Sensory Rooms, and then took her current role as coordinator for facility marketing collateral and communicator of resident and family satisfaction surveys. Kelsey also lends her vast knowledge in event planning and execution; her four years of experience as a Runway Fashion Producer of LA and New York Fashion Weeks has given her a creative edge for contributing ideas to our Grace events. She is originally from Scottsdale, Arizona, and has lived in Chattanooga for over two years now. Kelsey graduated from Arizona Christian University with a Bachelor's in Behavioral Health and minor in Psychology. She is a committed member of a women's mentoring program, offering hope daily, and also enjoys doing event hair and make-up. This year, she says, she is especially excited about growing our new IMC department, developing a home-office newsletter, building work relationships, and continuing to capture our facilities for a stronger online presence.



CANDICE JACKSON, immediately embraced her title of **Special Projects Coordinator** as event planner for the **Fifty Plus Racing Foundation's Endures For A Cure** benefit for Alzheimer's disease research in November of 2014, an event that inspired Grace Healthcare to create Multi-Sensory Rooms (MSRs) in our facilities. Candice has been studying, developing and implementing the MSRs over the past two years and her dedication is exemplified in personal and staff training, continued education, and routine room maintenance. She has established 10, going on 11 Grace MSRs. Candice is a Chattanooga native and studied Psychology at Southern Adventist University. She has five years inside sales experience in the pneumatic and hydraulic industry, as well as 11 years' experience in management, operations and sales in the fitness industry. She enjoys working out and has recently taken up hula-hooping as a seriously fun way to stay fit! Candice's goals for 2017 include making our current MSRs more physically effective, publishing an MSR manual for staff use and producing a promotional MSR company video. She has also become an integral member of the Grace team who address abuse allegations and strive to reduce company-wide allegations through staff training, awareness and accountability. Candice will soon be working with our Clinical team to develop an Abuse Prevention Orientation video. She shares that her #1 goal is to help improve the quality of life for all of our residents. This year, Candice is also planning her wedding!



LAUREN WILT, our newest member of the team, joined Grace Healthcare four months ago as our **Customer Relations Coordinator**. In her short time with Grace she has developed a company Customer Relations Standards Manual and is in the beginning stages of creating an Orientation Video for training new hires, as well as re-educating current staff. Lauren has lived in Chattanooga 13 years, but was born in Marietta, Georgia. She graduated from the University of Alabama with a Bachelor's in Communications and Information Science and minor in Computer Tech and Applications. She has had two years of extensive customer service training and experience in her former positions, and strongly values the importance of first impressions and solid follow-through. Lauren says she enjoys playing tennis, and ironic to her position at Grace, also says that while she's very outgoing and talkative, she hates public speaking! Her goal this year is to get to know our Chattanooga team better, effectively support our facilities during Customer Relations training and enjoy the subsequent positive results of building stronger relationships with our residents and their families.

WHY IMC?

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