

# PATIENT PORTAL LAUNCH COMMUNICATIONS

## Nation's Largest Hospital Operator

- + Communications planning
- + Executive interviews
- + Key message framework development
- + Roadmap visualization
- + Site visits and employee shadowing
- + Persona development
- + Collateral writing (digital and print)

### Client challenge

The largest owner-operator of hospitals in the U.S. was preparing to launch their first-ever patient portal, driven in part by a customer experience strategy and in part by metrics imposed by the Affordable Care Act. Lacking internal capacity and writing expertise, they sought outside help.

### Expertise and results

Sharon led the communications workstream, conducting extensive interviews and discovery, then developing a highly detailed plan and key message framework. She partnered with a multidisciplinary team to craft an array of internal- and external-facing deliverables, such as executive presentations, patient brochures, physician fact sheets, newsletter articles and more.

Sharon played a key role in creating internal clarity and fostering patient enrollment, and in ensuring the project was delivered on time and within budget. Patient enrollment in the portal exceeded goals well ahead of deadline, which furthered the brand's reputation in the industry and ensured the company avoided costly penalties. For two years Sharon continued to serve as the go-to external writing resource and thought partner for the project's director-level sponsor.

