



creative communications

Testimonial: HCA TriStar Skyline Medical Center

TriStar Skyline is one of three HCA hospitals with whom we have partnered over the last two years in producing a variety of media across multiple communications channels: major internal communications initiatives, mass media broadcast campaigns, social media campaigns, and community relation efforts to name a few.

I met the Creative Communications team in the summer of 2016 after over a six month search to find a partner to produce moving, authentic video pieces for the TriStar Health facilities I serve. I wanted a team that could partner with me to bring my visions to life and join me on a journey to make a difference with each and every project. Since that time, I have worked with the team on a regular basis as they are my ‘go-to’ production company. They have the unique ability to understand the “why” of a project and then articulate it as a compelling story that moves people to action. The three top qualities that describe their team is dependable - they do what they say they will do when they say they will do it; motivated - they embrace the task at hand and truly are ‘all-in’ to bringing my vision to life; and, authentic - no matter how hard or difficult the task presented they have a fresh approach and create something that is superior in the marketplace. Hands down, they exceed my expectations each and every time!

Our first project together brought the mission of HCA to life for TriStar Skyline Medical Center. Our main piece - Above All Else was the anchor for the campaign. We chose to build the anchor piece around the vision and the patient stories helped to create the impact we wanted in the workforce. We created a bond with the mission and offered role models that set the standard of care and behavior for all employees. We showed the video in public forums with the CEO to all employees of the two campus facility. The power of video storytelling has been the most effective tool we have used for communication. It allowed us to share the Mission in a way that was relatable and motivating. Through the Above All Else campaign, TriStar Skyline increased employee retention, recruitment, and elevated our service excellence scores tremendously in all areas - patient, employee, and physician satisfaction dramatically increased and has been sustained.

In addition to the main piece, we created a library of bi-weekly communication pieces that we coined our Connect to Purpose stories (the ‘purpose’ being our mission and why we chose to be in healthcare). These were very effective at keeping the mission in the forefront and engaging the staff on a consistent basis. With the massive set of assets, we leveraged the content through all our channels of communication - social media, internal network, blogs, media pitches, etc. This became an excellent best practice that soon the entire TriStar division mirrored as further proof of the importance of every individual at the hospital, and the impact each of us play on our patient and their family’s lives.

For our next project - the new campaign 2.0 - we used a similar approach, but went a step further in our story telling by tracing a patient journey from beginning to end. The new campaign enabled us to use

patient stories as a way to tell our service line stories in the most moving and effective, relatable way. The impact, as expected, was strong. The emotional core of the stories captured people's attention and made them want to know more. Just this past week I was privileged to share our Behavioral Health Service Line video - Karen's Story - with the TriStar division marketing leaders in a group meeting. It was one of my most proud moments when every person in the room was moved to ask: "What can I do to make a difference right now?" The assistant vice president commented that it was the best video they had ever seen come out of the TriStar division. It was nice to hear, but even more rewarding was that our goal of helping bring awareness of behavioral health issues moved forward. To make a difference was at the center of the piece. After the viewing, each member of the team added it to their own facility communication channels - from Bowling Green, Kentucky, to Atlanta, Georgia! As a 20-plus year healthcare marketing veteran, I knew that it was indeed a stellar piece and one that would make a difference and I am personally emotionally moved that it is doing just that. To me and to the Creative Communications team... it's personal! That is what I feel sets Mac, Britt and Glenna apart from other production companies. They get it and own it - just as I do. It is their unique work and within all their power, they make it the best it can be. That mirrors my approach and why we are fortunate to have such a strong partnership. The connection we maintain on a consistent basis to break the norm and do something amazing is paramount to the success we have in bringing amazing healthcare stories to life in a way to create outcomes that we desire.

Without reservation I give my full endorsement of the team at Creative Communications and would be happy to connect to share more fabulous stories of our journey together.

Sincerely,

Anna-Lee Cockrill

North Regional Marketing & Public Relations Director, TriStar Health