

pivotal360° CASE STUDY

Healthcare Industry

Situation:

- After a **change in leadership** and period of **reputational challenges**, Board of Directors and CEO wanted to establish **objective benchmark** of corporate reputation and begin to **monitor progress** of corporate initiatives to ensure accountability.
- Management team needed **consistent executive level metrics** to identify corporate strength and risk in order to **strategically manage corporate reputation** across multiple brands.

Testing:

- Designed U.S. based assessment to benchmark reputation and **evaluate corporate communications effectiveness**
- Electronically administered **assessment of seven stakeholder groups**, including health insurance brokers and the medical community
- Over 7,000 interviews were collected within a 3-week time period

Outcome:

- Board now possessed information to **assess reputational risk and monitor initiatives**
- **Corporate communications revamped** to provide consistent brand message and alleviate confusion around multiple brands
- **Corporate messaging converted** to focus on benefits to stakeholders rather than operational excellence of company
- **Resources allocated** to focus on internal communication to strengthen employee perception and experience