

## Client Spotlight-Blessing Health System

Blessing Health is a 352-bed health system located in Quincy, Illinois



### BLESSING'S BUSINESS CHALLENGE

- Blessing Health needed to grow its most profitable key strategic service lines:
  - Orthopedics
  - Cardiac
  - Women's Health
- The marketing staff didn't have time or resources to support orthopedic, cardiac and women's health service line marketing campaigns
- The Health System needed content for newsletters and social media
- The Health System needed control over content and a turn-key service line content solution
- The marketing team wanted to customize content to promote physicians and services

### BALDWIN'S SOLUTION

- Baldwin created custom content packages to promote orthopedic, cardiac and women's health services
- Baldwin launched three branded service line web portals. These integrated seamlessly onto BlessingHealth.org and required no coding or maintenance by hospital staff
- The portals are responsive and ADA-compliant
- The portals are updated with fresh content every month
- Baldwin customizes content with physician quotes and event information
- Content portals feature custom ads/calls-to-action
- Automated social sharing makes it easy to share content

### DIGITAL RESULTS

MOST POPULAR CONTENT	PAGEVIEWS	DIGITAL REACH	
Celebrity/Breaking News	2,615	Social Media	627,000 reached; 65,000 clicked
Healthy Recipes	2,485	eNewsletter	43 emails sent per year to over 12,000 subscribers
Health Quizzes	1,940		

*“The Baldwin content gives us a variety of articles, quizzes, recipes and videos that we simply don't have the capacity to produce in house. And we get to brand it so it looks native...”*

- Lucy Bordewick, Digital Marketing Coordinator, Blessing Health System