

Strategic Communication and Branding

Measurable and award-winning results

The Institute for Public Health Innovation (IPHI) recognized the need for a clear brand and strategic communications. By leveraging innovative strategies and embracing change, IPHI successfully redefined its outreach, which led to significant growth, awareness, and clarity.

BACKGROUND

Since 2009, IPHI has worked to connect with partners and stakeholders and bring awareness in the region. While educated in public health, the team lacked a subject matter expert in communications and marketing. In 2021, IPHI launched an in-house communications team to manage its brand and public relations efforts.

WHAT?

The team completed a communications audit and created a plan. The plan included:

- **Brand Refresh and Consistency:** Executed a complete brand refresh, which encompassed a comprehensive brand guide, internal training, and updated logos across partner sites and social media channels.
- **Digital Infrastructure and Outreach:** Meticulously maintained IPHI's public website and promoted the intranet as an essential internal communication hub. Expanded digital outreach through a webinar series, "The Equity Equation," and introduced "The Exclamation," a LinkedIn recap newsletter.
- **Consistent Communication and Media Relations:** Developed a monthly content calendar for social media platforms, including launching Instagram. The team also maintained consistent responsiveness on Glassdoor.
- **Marketing and Event Support:** Invested in branded promotional materials. Successfully marketed and hosted in-person conferences and promotional events.

RESULTS



Social Media Increased: IPHI saw an astounding 375.196% increase in social media exposure! That's an increase from 4,326 to 20,557 followers across Facebook, YouTube, LinkedIn, X (formerly Twitter), and Instagram.



Web Traffic Surged: Website traffic increased by an incredible 1,054.82%! After a strategic website refresh, views went from 6,539 to 75,514.



Outreach and Content Improved: The team distributed 150 program newsletters to over 10k contacts and over two dozen press releases with 100 media mentions.

OUTCOME

These efforts resulted in IPHI receiving numerous media mentions and forming numerous collaborations. The team's excellence was formally recognized with:

- Mid-Atlantic Society for Healthcare Strategy and Market Development (**MASHSMD**) **Health Excellence Award:** Strategy and Research and Overall Silver award for the brand refresh.
- Public Relations Society of America (PRSA) Richmond chapter **Capital Award of Excellence** for an Op-Ed article on multiple sclerosis testing in rural areas.
- Features in articles, podcasts, and speaking engagements.