

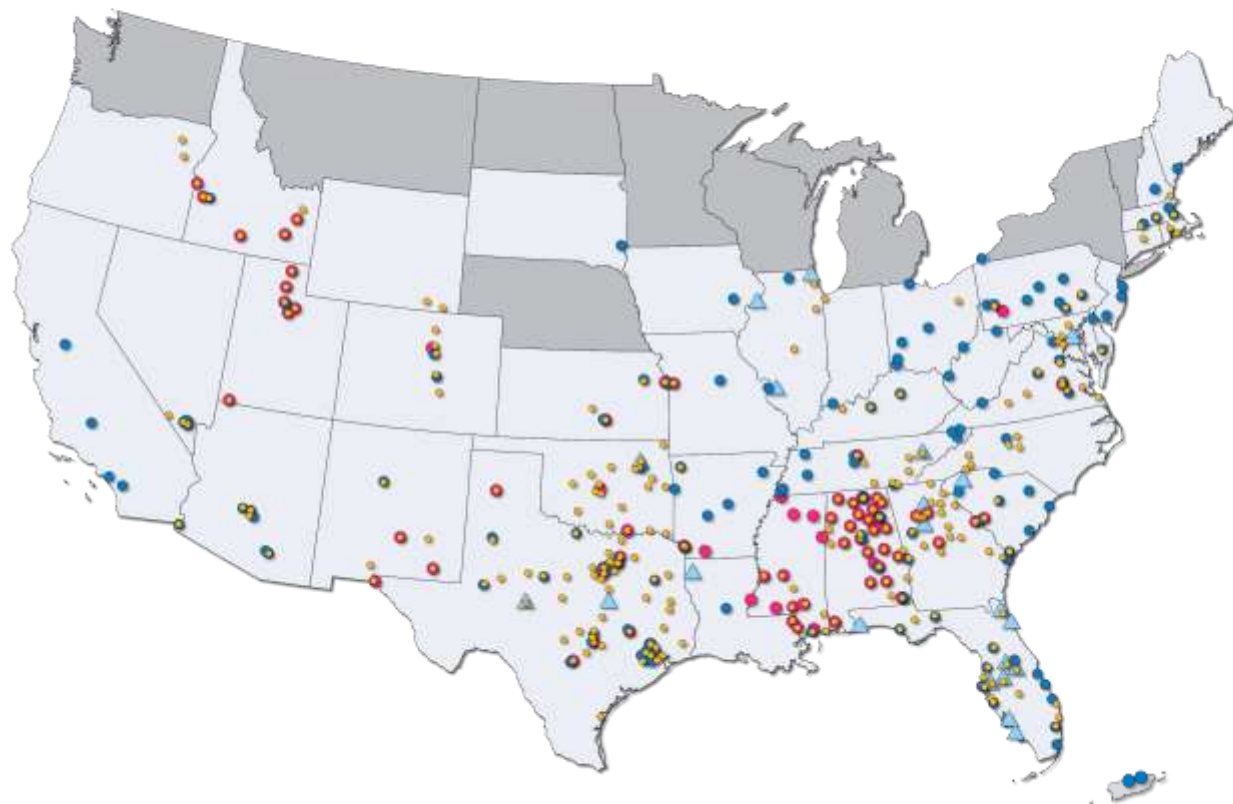


# Ragan Media Relations & Measurement Virtual Conference

Break through the Noise: How to Use Insights to Build PR and Communications Strategies





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April 7, 2021



Largest owner and operator of IRFs in U.S.

4th largest provider of Medicare-certified skilled home health services in U.S.

Portfolio as of December 31, 2020	
	137 Inpatient rehabilitation hospitals (“IRFs”)
	241 Home health locations
	82 Hospice locations
	21 Future IRFs**
39 States and Puerto Rico ~43,000 employees	

One of the 2021 *FORTUNE*®  
“World’s Most Admired  
Companies”

# Marketing to Support Company and Hospital Growth

## Strategic Priorities and Focus Areas

### Brand Awareness



Brand building campaigns



PR/communications



Content/thought leadership

### Digital Experience



Website



Email



Lead generation

### Customer/Market Intelligence



Key Stakeholders



Hospital Markets



Target marketing

# Brand Strategic Direction



## Customer and Market Intelligence

- Understand and analyze customer data and apply insights
- Capitalize on differentiation from our competition



## Brand Marketing

- Know the specific business objective
- Manage the brand: positioning and performance



## Content and Digital Marketing

- Align content and digital with overall marketing strategies
- Build a one-to-one experience



## Public Relations and Communications

- Align PR and communications with overall marketing strategies
- Redefine the PR and communications strategy with a targeted approach



## Measurement

- Establish brand metrics
- Connect brand metrics to the business objective

# Choose Encompass Health

The new Choose Encompass Health marketing campaign was designed to educate patients and caregivers on their right to advocate and choose the right level of rehabilitative care. The campaign tells the story of Francine, a former stroke patient, and the remarkable recovery she made because her husband chose Encompass Health for inpatient rehabilitation.

## PR and Communications Solutions

- Blog
- Virtual Events
- Internal Communications
- Social Media
- Videos
- Thought Leadership/Media Relations



Because of Encompass Health, we're here. Without them, I think we might have had a different outcome.

When his wife suffered a stroke, Joe had a choice. Where would she have the greatest chance at recovery? He did the research and chose Encompass Health. Find out why rehabilitation works best when you choose the right partner at [bit.ly](#).

**Encompass Health**  
Rehabilitation Hospital  
of Parkersburg

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## Key Takeaways

1. Understand your Key Stakeholder Groups
2. Know the Business Objective
3. Align with the Marketing Strategy