



Greenwich Hospital, a 104-year old community hospital with a strong reputation for quality care, community involvement and exceptional service, was seeking ways to extend these equities and connect with larger audiences. Greenwich Hospital initiated to a rebranding process that

focused on the Hospital's potential to evolve from a service-brand closely associated with its "exclusive" user base to that of an "inclusive" regional medical center welcoming an ever-widening customer base seeking quality care and exceptional service.

GREENWICH HOSPITAL

Making a strong brand relevant to a larger constituency through strategic repositioning

A state-of-the-art facility and a model of advanced healthcare delivery, Greenwich Hospital is known among its local constituents for the exceptional quality and delivery of its care. Yet, the Hospital's emotional assets (established, successful and exclusive), which closely paralleled those of the community it serves, conflicted with audiences outside its immediate, affluent service areas.

The challenge was to shift away from the perception of 'exclusive healthcare delivery' and make the promise of advanced healthcare (which Greenwich does in fact deliver to its constituents) perceivable and believable to those not yet aligned with the brand. The key to the recommendations was the creation of brand experiences defined by the remarkable compassion the hospital demonstrates. By linking the experience to exemplary outcomes, Greenwich has the potential to own the thing that people want most from a hospital, the kind of recovery that restores patients to their real lives.



Sarah
Room 216

Your remarkable life - every part of it - deserves a remarkable recovery. That's why we do so much to ensure that you stay in as comfortable and pleasant as possible. Along with our magnificent facility and outstanding physicians - many of whom teach the next generation of doctors at the Yale School of Medicine - we give you the advantage of our passion for service. It's all about helping you get back to the life you love - every part of it.

GREENWICH HOSPITAL
For the Heart of the Community

For every part of you



Dorothy
Room 547

When you go to the hospital, we know you want more than to treat your condition and stop the pain. You want to get back all the parts of the life you love. That's why at Greenwich Hospital, we take taking care to a new level. With patient satisfaction scores among the highest in the state, we give you our commitment to make your recovery as quick and complete as possible. So you can get back to being you.

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For every part of you