



## Strategic Marketing Positions Healthcare Organization for Growth.

### Challenge

In 2013, Vista Community Clinic (VCC) recognized the need for a brand update in order to convey to the community its mission and vision, as well as its high level of quality patient care and commitment to providing complete health-related services to all of its patients. In order to take advantage of the new market opportunity created by the Affordable Care Act (ACA), VCC identified the need for a strategic marketing strategy and plan to effectively update their brand to address growing levels of competition.

### Solution

The CFO realized that they needed marketing leadership. They engaged the CUSTOMatrix Chief Marketing Officer (“CMO”) solution which led the marketing plan development, research, brand and website update, and content development. Facilitating the findings and analysis of the initial research, the CMO then created a strategic brand development initiative, including a naming architecture for the clinics, positioning, messaging, differentiation, value propositions, and a new logo and tagline. Working closely with the leadership team, the CMO expanded the research project to include patient, non-patient, and competitive research, and internal stakeholder and provider research. Guiding the internal marketing staff, the CMO established marketing goals and ensured that their current marketing programs were producing results and supported the strategic objectives of the organization. In conjunction with the research and brand strategy initiatives, the CMO worked concurrently with the CFO in developing and managing an open enrollment campaign surrounding the Affordable Care Act.

### Results

Upon engaging CUSTOMatrix, the CFO quickly determined that, had they brought the CMO on board first, they would have saved several months and considerable budget on the research project. Competitive positioning and market opportunities were discovered through research analysis and were instrumental in the naming architecture and brand development. Guiding the executives, key staff, and the Board of Directors through the brand development process led to successful resolution by the Board to adopt the fully developed brand strategy. The CMO managed expert resources and worked with internal staff to drive successful campaign deliverables in line with the budget. Enrollment grew by 76.6% for Medi-Cal and 191.2% for Covered California.

### About Vista Community Clinic

With five locations in the cities of Vista and Oceanside, California, Vista Community Clinic provides high-quality, low-cost healthcare to more than 57,000 uninsured and low- to moderate-income members of the North County community.



“ VCC engaged with CUSTOMatrix to provide Chief Marketing Officer leadership on a contract basis. Not only did VCC not have to search for talent, the CMO resource was ready to roll from day one of the project. Expertise and relationships were brought forward to VCC that would not have otherwise been identified.”

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