

CASE STUDY

University Hospitals

Overview:

University Hospitals, which ranks among the top 15 medical centers in the United States, wanted to communicate to internal and external audiences its commitment to inclusion and to incorporate a culture of diversity into the organization. Internal audiences included physicians, faculty, administrators and all other employees. External audiences included stakeholders, community leaders, elected officials, vendors and its patients.

Strategy:

- Created a collateral piece that has multiple functions and targeted several audiences
- Stayed consistent with University Hospitals' established brand
- Developed a special multicultural DNA /brand that has extended shelf life
- In 2007/2008 – introduced University Hospitals' key faculty and staff to both internal and external audiences, in a way that clearly communicated the center's philosophy on diversity and dedication to inclusion
- In 2009/2010 – demonstrated University Hospitals' commitment to the community and the work being done to increase diversity



SINGLETON & PARTNERS, LTD.
Multicultural Marketing Solutions

Results:

Singleton & Partners delivered the following results:

Singleton & Partners developed a special diversity report/ brochure that detailed all diversity and inclusion projects on behalf of the Hospital. Both years, the brochure was well received by targeted audiences and considered a success by Hospital administrators.



2009-2010 - Diversity Report



2007-2008 - Embracing Diversity and Inclusion



for more information on the Multicultural Marketing firm of **SINGLETON & PARTNERS**, go to www.singletonpartners.com or call 216.344.9966