

# Case Study

## CLIENT: GRAND ITASCA CLINIC & HOSPITAL

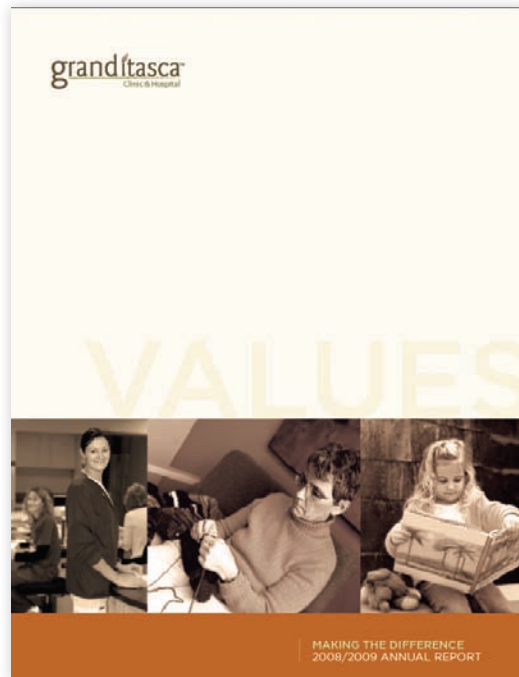
Grand Itasca Clinic & Hospital is an integrated, multi-specialty clinic and hospital, serving the Grand Rapids, Minn., rural area.

## PROJECT: CUSTOM ANNUAL REPORT

### PROJECT DESCRIPTION AND OBJECTIVES

Grand Itasca Clinic & Hospital (Grand Itasca) was internally producing a quarterly publication, *HealthViews*, when it decided to search for a partner to outsource the production of the publication. After evaluating vendors, Grand Itasca chose Priority Integrated Marketing for its custom health publication expertise and began work with Priority in May 2006. Over the next three years, the *HealthViews* publication successfully engaged the rural community and evolved from 8 pages to 12 pages.

In 2009, Grand Itasca turned to Priority again to produce its annual report. In today's economy, many health care organizations have limited resources for marketing and communications. Grand Itasca was no exception, and the marketing department needed to re-evaluate how it had previously produced their annual report. The expenses involved with hiring a designer and printer, paying for postage and other costs were significant. Grand Itasca needed a cost-effective way to reach the widest audience and tell its organization's stories, while highlighting its staff and initiatives. In order to meet these objectives, Grand Itasca decided to produce its annual report as an issue of *HealthViews*.



▲ 2008/2009 ANNUAL REPORT

“ We do so many things in this organization that are outside of hiring physicians, treating people and making them well. It’s about the community outreach. Drawing on *HealthViews* to produce our annual report allowed us to go back and capture so many heartwarming stories that typically don’t get publicized.”

- COLLEEN SWANSON  
SR. DIRECTOR OF MARKETING AND PUBLIC RELATIONS  
GRAND ITASCA CLINIC & HOSPITAL



◀ ANNUAL REPORT FEATURED SEVEN IN-DEPTH STORIES.



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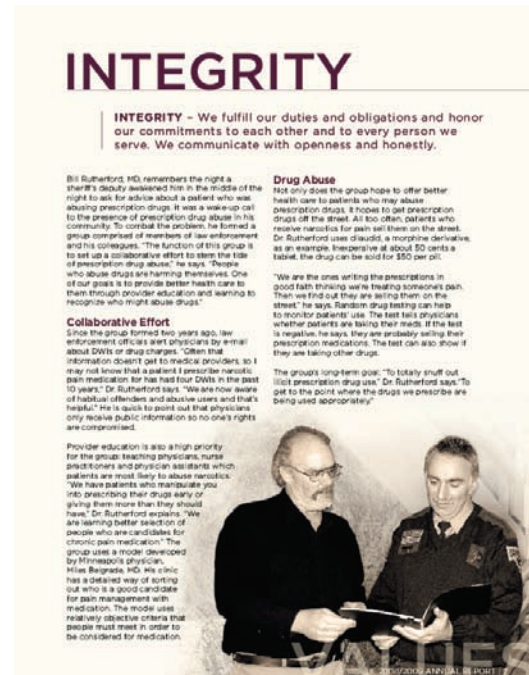
Grand Itasca and Priority worked together to produce a customized annual report using Grand Itasca-generated local photography, and custom design and content produced by Priority's team of experts. The custom annual report publication also incorporated Grand Itasca's patient advisory board recommendations that the organization should provide a more emotional appeal to the community.

**“The process of working with Priority is so simple. I really appreciate their ability to work with us remotely – they make it easy for us and our providers.”**

**- SARAH BIGNALL**  
MARKETING MANAGER  
GRAND ITASCA CLINIC & HOSPITAL

## SUMMARY

Grand Itasca was able to move from the three brief vignettes covered in its 2007 annual report to seven in-depth stories for its 2008/2009 annual report. Working with Priority, Grand Itasca was able to accomplish the feel they were looking for and stay within budget. The report has received very positive feedback.



## ▲ GRAND ITASCA'S VALUE OF INTEGRITY

Page seven of the annual report covers a doctor's story, highlighting a serious social issue affecting many communities across the country



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