

## CASE STUDY: STRATEGIC MARKETING PLAN FOR HOME HEALTH



### Organization

By 2019, Southeastern Home Health Services had grown from a single location in suburban Philadelphia to 12 locations across Pennsylvania and Virginia with services encompassing traditional home health, hospice, heart failure disease management, palliative care, wound care, lymphedema, geriatric care, gero-psychiatric, oncology, mobile primary care, and telehealth programs. At that point, Geneva Glen Capital, Southeastern Home Health Services' private equity firm, was eager to build up the business at an expedited trajectory in order to prepare a sale of the organization within the coming two to three years.

The Southeastern Home Health Services executive team hired DeTora Consulting to develop a three-year Strategic Marketing Plan which would include a complete rebranding of name and logo, as well as a digital overhaul.

### Challenge

In order to achieve the success required by Geneva Glen Capital, Southeastern Home Health Services was required to re-position itself as the place to go *first* when consumers need the highest caliber of home health care. Between market share, media, and creative analysis, it was clear Southeastern Home Health Services must move from a highly localized brand to a broader regional presence. It was also critical to highlight Southeastern Home Health Services' specialized expertise, experience, and technology to elevate its brand from the non-skilled competitors who are extremely active with media messaging in the marketplace.

There was concern the name "Southeastern" would be a barrier to a national build. Moreover, the logo itself was ambiguous. Primary research showed participants did not understand the image. The image was thin and light. Therefore, it was difficult to reproduce consistently.



## Approach

DeTora Consulting evaluated competitive names, logos, and color scheme by category.

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The Power Of Answers

### Strong vs. Soft Touch

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### Logo Categorizations

Life Growth	Home Comfort	Peace Care	Uplift Movement

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### Color Categorizations

Calm, Patient, Tranquil, Cool, Dependable

Primary color used for healthcare

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### Color Categorizations

Healthy, Natural, Growth, Balanced

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### Color Categorizations

Passionate, Warm, Thoughtful

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Then DeTora Consulting hired EFK Group’s designers to experiment with new marks. The goal of a new logo design was to differentiate the brand’s clinical specialty expertise, quality, and use of technology from its competitors, without losing its warmth of compassionate care.



## **Launch New Mission and Vision**

As part of the renaming, logo, and website development, DeTora Consulting led the repositioning of the company's Mission Statement and Vision to align with the revised focus. The current statements read as follows:

**Mission Statement:** *We ensure the highest standards and excellent outcomes through effective interactions, decision-making, and actions.*

**Vision:** *Our vision is to be the best place for home health anywhere and the best place to work in healthcare. We drive small and large changes to transform healthcare for the patients, families, and employees we serve.*

## **Anthem Video and Communications Rallying Cry**

### ***Southeastern Home Healthcare select excellence™***

*When you choose Southeastern Home Healthcare, you select excellence.*

*When the need for home healthcare arises, there is never a more pressing time to expect and receive excellence—in clinical expertise, caring empathy, and administrative ease. That's why Southeastern Home Healthcare provides all of these things and more. When you select SE, you will have the confidence of knowing that you've selected excellence.*

*Select clinical expertise.*

*Select patient and family empathy.*

*Select administrative ease.*

*Select excellence.*

## **Who We Are:**

**SE: SATISFACTION of our EMPLOYEES** – We exceed employee satisfaction by

- giving the tools, training and motivation to operate in the most efficient and effective manner;
- promoting and recruiting the best-qualified people, and recognizing and encouraging the value of diversity in the workplace;
- providing a competitive salary and benefits package and developing the full potential of our workforce by providing training and development for career enhancement; and
- providing a work atmosphere that is safe, healthy, and secure, as well as conscious of long-term family and community goals.

**SE: SELF ESTEEM** - Employee self-esteem is vital to our success. We infuse pride and respect in all of our employees.

**SE: STEADFAST ETHICS** – We adhere to the highest standards of professionalism, ethics and personal responsibility, worthy of the trust our patients place in us. We treat everyone in our diverse community, including patients, their families and colleagues, with dignity creating an environment of compassion. We adhere to high moral principles and professional standards by a commitment to honesty, confidentiality, trust, respect, and transparency.

**SE: STEWARDSHIP EMULATED** - We sustain and reinvest in our mission by wisely managing our human, natural, and material resources.

**SE: STRENGTH EPITOMIZED** – We value the contributions of all, blending the skills of individual staff members in unsurpassed collaboration. Our individual strengths make us stronger together.

### ***What We Do:***

**SE: STANDARD of EXCELLENCE** - We deliver the best outcomes and highest quality service through the dedicated effort of every team member. We pride ourselves on setting the standard of care as industry leaders and challenge ourselves to continuously improve and raising the bar for all home health institutions.

**SE: SPECIALIZED EXPERTISE** - We are the only truly specialized home healthcare company in the region providing the more experienced, diagnosis-specific care supported by the most advanced technology available in the field.

**SE: SCIENTIFIC ENHANCEMENTS** – We utilize the most advanced technology in telemedicine and monitoring to drive innovation in care delivery and more fully engage our patients in their wellness and care.

**SE: SINCERE EMPATHY** - We listen, make deep connections, and engage on a personal level to better provide the best care, treating patients and family members with sensitivity and empathy.

**SE: SEAMLESS EXECUTION** – We believe the needs of the patient come first. We work together to ensure the best possible care, safety, and well-being of our patients and fellow caregivers.

**SE: SURPASSING EXPECTATIONS** – We inspire health and happiness, nurturing the well-being of the whole person, respecting physical, emotional, and spiritual needs – every day!

### **Internal Communications Branding Launch**

A full, integrated internal campaign was launch prior to the external launch and accompanying press and social media campaign. A [rebranding video](#) led the charge and built both internal and external brand ambassadors.

### **Results**

After test marketing the potential names and logo marks, the new brand embodied all of the characteristics required to elevate the company into a more sophisticated, clinically superior entity. For ease of transition, we kept the “Southeastern” name, but featured the SE mark. Internal brand loyalty rose by 57%. In conjunction with the strategic marketing plan execution, SE’s volumes increased 25% across the board in the first year. Based on this sales and marketing success and SE’s efforts to continually form partnerships with prominent acute care providers, in June of 2021 AccentCare announced it has purchased SE from its parent private equity firm Geneva Glen Capital.

## Logo Redesign and Application



## Internal Video Launch

Who we are, what we do, and why we do it.

We're Here To Help  
1.866.285.2007

Who we are, what we do, and why we do it.

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## Creative Examples



**SE is ME**

Clinical excellence starts with you.  
Join our team today.

- Clinical Field Nurse
- Physical Therapist
- Occupational Therapist



**NOW HIRING. CLICK HERE TO APPLY.**




### Southeastern Cancer Care

Southeastern Home Health Services (SE) provides one of the few true home-based clinical oncology programs. For patients who are appropriate for cancer care specialty services, the SE team works closely with a patient's oncologists and all other physicians to develop care plans, coordinate care, and avoid duplication of services.

**How it Works:**  
The Oncology Program Coordinator, an Oncology Certified Nurse (OCN®), keeps staff up-to-date on the latest oncology updates. This ensures that SE provides the most current and advanced level of care to assist with Medication Education and Symptom and Side Effect Management. SE is proud to provide cancer patients with the medical assistance they need combined with the kindness and compassion they deserve in the convenience of their own homes.

Some components of the Cancer Care Services include:

- Disease and Medication Teaching, Including Chemotherapy Medications
- Pain and Symptom Management
- Wound and Enterostomal Therapy Care
- Enteral Nutrition Management
- Respiratory Care
- Cancer Fatigue Management
- Supportive Intravenous Therapy, TPN education
- Nutrition Counseling
- Urinary Catheter Care
- Homemaker service
- Respite Care

Referring physicians can review the Guidelines for Referral Therapy for Oncology Patients to determine if their patients can benefit from this program. Patients who choose SE's Cancer Care select clinical expertise, caring empathy, and administrative ease.

Visit us at [www.sehomehealth.com](http://www.sehomehealth.com) or call 866.285.2007.



Southeastern Home Health Services (SE) makes a difference in the lives of patients and caregivers. SE's physician-led services treat a wide spectrum of illnesses using clinical, medical and therapeutic services – all done performed in the patients' homes.

SE employs skilled, compassionate caregivers who treat patients like family. SE's caregivers work with patients and caregivers in manner that is both professional and compassionate.

The combination of physician-led clinical specialties, the use of the latest technologies, and professional, compassionate caregivers help SE to achieve the region's fastest transitions to home and lowest transition rates.

Primary Care, Home Health Care, and Hospice Care are covered services under many insurance providers. Southeastern Home Health Services is contracted with local and national insurance providers.

SE works with patients' insurance providers to bill medical equipment, supplies, and medications delivered through a the patients in-home care plan through the patients' insurance.

Patients and caregivers who have questions regarding insurance coverage can call SE at 866.285.2007.



**Providing the Continuum of Care At Home**




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[www.sehomehealth.com](http://www.sehomehealth.com)

← → × s:shomehealth.com

LOCATIONS ▾ 24/7 1.866.285.2007

PROVIDER LINK JOB SEARCH

SEARCH...

**SE**  
SOUTHEASTERN  
HEALTH CARE AT HOME

ABOUT ▾ HOME HEALTH CARE ▾ PRIMARY CARE ▾ PALLIATIVE CARE ▾ HOSPICE CARE ▾ CAREERS ▾



WELCOME TO Southeastern Health Care at Home

PATIENTS & CAREGIVERS

PROVIDERS & PAYORS

JOB SEEKERS

CONTACT US

We're Here To Help  
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Clinical Care Across The Spectrum Of Need



CANCER CARE

CARDIAC CARE

HOSPICE CARE

PALLIATIVE

PRIMARY CARE

REHABILITATION