

## ***Southeastern Home Health Services increases volumes, positions itself for sale using Strategic Marketing Plan, Rebranding and Digital Strategy***

### **Challenge**

Southeastern Home Health Services engaged [DeTora Consulting](#) on a complete strategic marketing and sales planning contract including a market repositioning with a new name and logo, new website, and complete social media overhaul. 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.

### **Strategic Marketing Plan**

In order to achieve the success required it was 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. The [Strategic Marketing Plan](#) (SMP) was insighted from the evaluation of profit & loss statements, market share, physician referral and leakage statistics, out-migration patterns and market growth projections. DeTora Consulting then conducted primary and secondary quantitative and qualitative competitive research. Once the required rebranding and digital strategies were determined and completed, the marketing launch could begin. Southeastern Home Health Services was rebranded Southeastern Health Care at Home (SE).

The SMP outlined an integrated approach in phases. Phase One targeted the primary and secondary markets and includes "mass media marketing" initiatives to achieve SE's goals, and "niche marketing" initiatives for service lines not explicitly covered in the mass media marketing.

### **Rebranding Initiative**

There was concern with the [Rebranding Initiative](#) associated with 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 in a consistent way.

An enormous part of its image was housed on its digital platforms, which were visually lacking, functionally arcane, and technically obsolete. Traffic from social media has a direct effect on professional and consumer education and engagement, building conversion to patients and market loyalty. It is also of significant importance to Human Resources regarding employee pride and loyalty, retention, and recruitment. Competitors utilizing these channels of communications have strong results in their website usage. It was clear that SHHS was not.

### **Digital and Website Strategy**

In order to achieve the potential ROI from the Digital Media Patient Acquisition Path that SHHS wanted to achieve, the [Digital and Website Strategy](#) engaged the target audiences, extended the brand, and created a

holistic online presence, which drives conversions. Conversions must be captured within the customer relationship management (CRM) system and have a back-end clinical through-put for scheduling and clinical communications with the patient and their referring physician. To ensure a strong user experience leading to higher unique visits, lower bounce rates, and higher conversions, specific requirements for the site need to be developed. We benchmarked the current site against its competitors using these requirements.

Advanced CMS technology with a simple interface, smart panels, content personalization, integrated workflow, scheduled publishing of content, security management, portal integration, interactive modules and CRM database integration with marketing automation was recommended. The proposed digital advancements would be utilizing a technology that incorporates dynamic/responsive design.

## **Results**

Through the SMP business analysis, goals were forecasted as part of the ROI valuation. The plan's execution exceeded 25% volume increase across the board in the first year. 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, the "Southeastern" name was kept, 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 the SE [SMP](#), the [Rebranding Initiative](#), and the [Digital Strategy](#) 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.