



# Sustained engagement all year long

# Giving a community hospital a daily way to promote its brand

*The No. 1 benefit of the custom calendar is it provides a visual vehicle to capture the culture of our organization and highlight our people and services year round.*



The hospital's vice president of Communications/Marketing

## A small hospital dedicated to its community

Proudly serving a rural community for many decades, this hospital has 130 acute care and 80 skilled nursing beds, and about 1,000 employees including 200 physicians. Today, it offers services from 24-hour emergency care to routine testing for early detection.



Client logo here **1-800-CLIENT**  
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## A healthy need

The hospital's small but progressive Marketing team was already actively engaging the community through their social media sites. However, they needed to supplement their digital strategy with print due to the community's preference for it—and the team didn't have sufficient time or resources to create a print solution that would promote their brand all year long.

## A rewarding solution

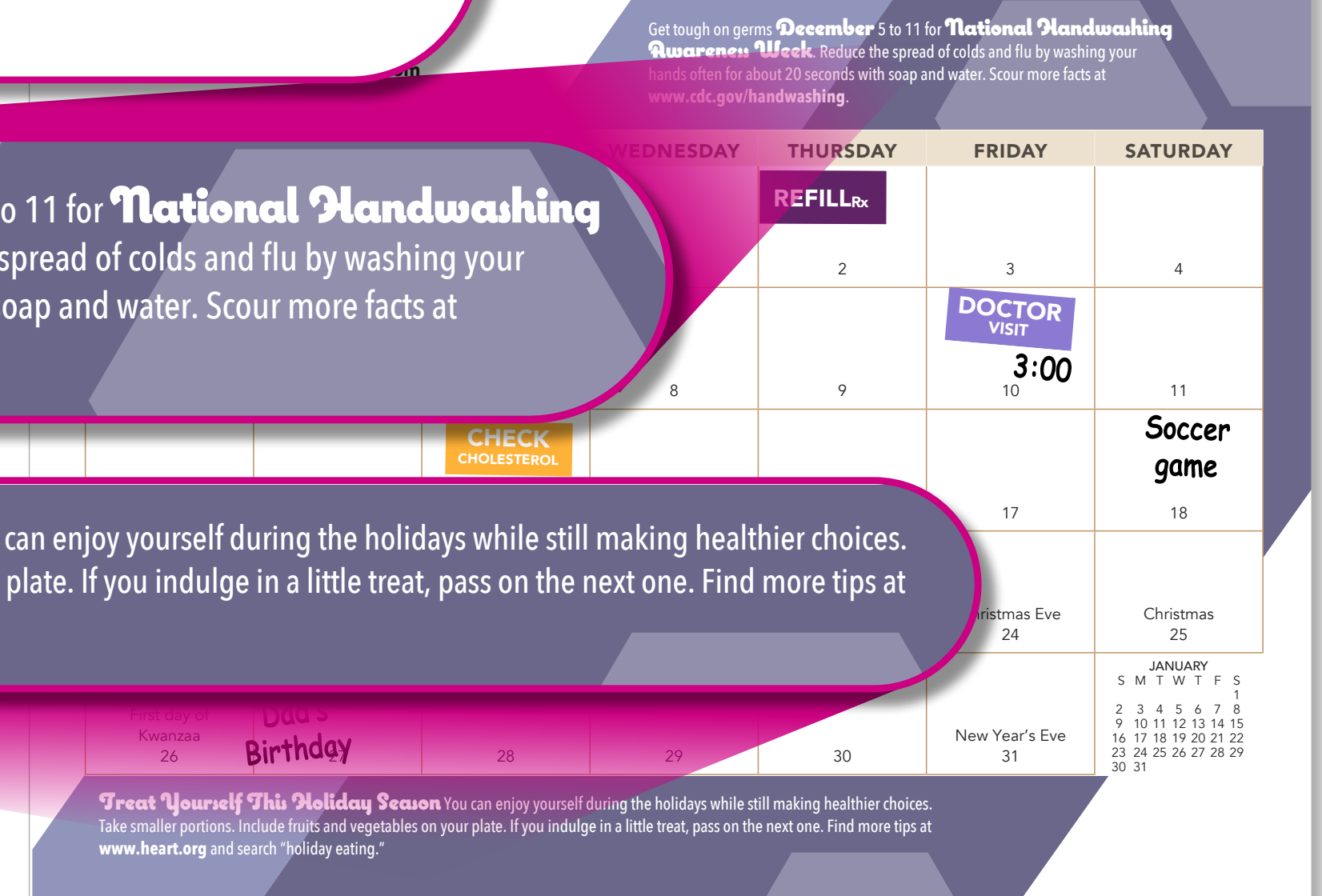
The team chose Krames' calendar template to promote wellness 365 days a year. The calendar offered them the flexibility to add their own targeted health messaging, key marketing messages, and educational program information. They also looked to Krames for additional content that would match each month's objectives.

Since the calendar is in a familiar and functional format, they were able to customize it quickly and easily. In fact, they created their first calendar in only 17 days.

For subsequent calendars, the team continued to work with Krames to increasingly customize them. They started adding photographs of the hospital's physicians and other staff, whose friendly faces gave a personalized feel to the piece.

## Healthy returns

The team uses the calendar's photos in their social media posts, and these posts have generated some of the highest engagement rates. With this data, they know that they've enhanced their already-strong connection with the community they're so proud to serve every day.



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