



HELLO HUMANKINDNESS. WELCOME KIND PEOPLE.

"Dignity Health is challenging the health care industry to return to what truly matters: caring for people."

CHALLENGE

"What happened to humanity?" That's the question posed in Dignity Health's new consumer marketing campaign. Dignity Health is a not-for-profit system of more than 40 hospitals and facilities in the Western U.S., and a workforce of 60,000+ employees. The organization, formerly known as Catholic Healthcare West, recently launched a new external campaign with the theme, "Hello humankindness."

Through this campaign, Dignity Health is challenging the health care industry to return to what truly matters: caring for people.

It's a rally cry to inspire positive change and public discussion. Our job was to adapt this theme for our employer branding campaign to engage and attract like-minded candidates who are ready to challenge an industry and join a movement of the heart.

MOMENT OF TRUTH

Dignity Health is an organization full of kind, loving people who've dedicated their lives to helping others. The voice of the brand comes from them. The people who thrive at Dignity Health are those who understand that our minds and spirits are just as important as our bodies when it comes to health care.

Dignity Health

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Healing is about caring for the whole person, and caring for all people. Dignity Health seeks candidates who embrace this point of view and have a passion for treating people with compassion.

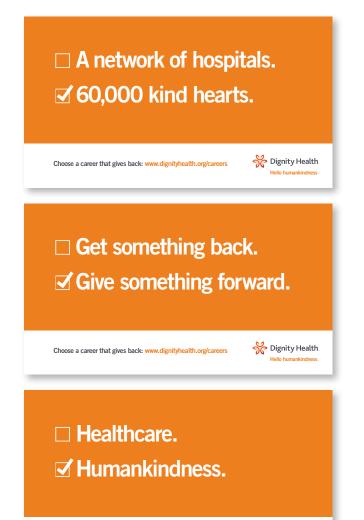
SOLUTION

We developed a new employer branding campaign that reinforces the theme of humankindness and acknowledges the fact that caregivers have choices to make when it comes to their career. Every headline in our campaign offers two valid choices; however, the second choice is preferred because it aligns closer with Dignity Health's humankindness vision. Our call-to-action is a consistent line that answers the question: "Choose a career that gives back."

MEASURE OF SUCCESS

When the consumer marketing campaign was launched, Dignity Health created a humankindness portal to aggregate stories of compassion and humanity. We expect to collect equally inspiring stories from professionals who have witnessed and leveraged the healing power of humanity. We embarked on a "humankindness refresh" of the Career sites for Dignity Health and every individual facility. We created a style guide and are continuing to expand on the campaign in a variety of media, including direct mail postcards, email blasts, and job fair booths.

We successfully created a campaign to inspire caregivers who share Dignity Health's vision of a kinder and healthier world.





Choose a career that gives back: www.dignityhealth.org/caree

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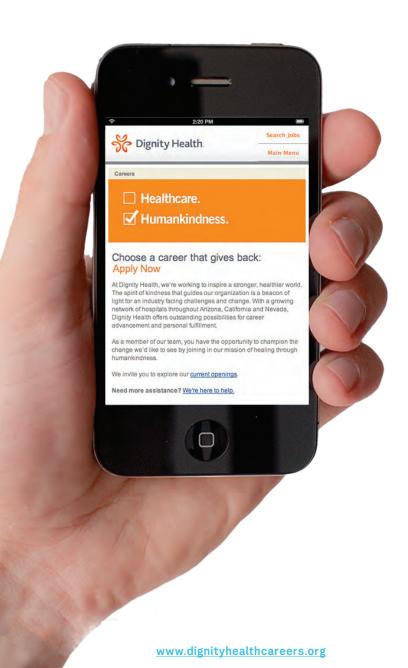
www.dignityhealthcareers.org



Dignity Health

HELLO HUMANKINDNESS.

"Giving candidates access to the nation's 5th largest hospital network in the palm of their hand."



CHALLENGE

With the explosion of mobile technology in the marketplace, connectivity has become a 24/7 proposition, giving users access to information whenever—and wherever—they want. The question facing Dignity Health was simple: how do you enable an already competitive web presence to fully engage mobile audiences? As a not-for-profit system of more than 40 hospitals and facilities in the Western United States, Dignity was in the midst of a complete corporate re-branding. "Hello humankindness" invited healthcare professionals to challenge an industry and join a movement of the heart. JWT INSIDE was tasked with finding a way to extend Dignity's online reach while reflecting its new brand initiative.

MOMENT OF TRUTH

In reviewing Dignity Health's current online presence, the JWT INSIDE team learned that the organization had no dedicated application for mobile technology. Users accessing the site on mobile devices found navigation and performance to be difficult. JWT INSIDE saw an opportunity to help Dignity Health fully embrace new technology, while reaching an ever-expanding pool of potential candidates using mobile platforms.



SOLUTION

JWT INSIDE deployed the latest in Responsive Web Design, proposing a solution that went beyond simply a mobile site. We developed a future-friendly site that worked on dozens of different devices, from iPhone and Android to iPad and Kindle. What's more, we built the site with a fully functional Content Management System (CMS), enabling our clients to quickly and easily revise and change their own site content.

MEASURE OF SUCCESS

The Dignity Health responsive site went live, successfully giving the organization greater recruitment reach while bringing the message to a tech-savvy audience. What's more, JWT INSIDE was able to leverage Dignity's existing web content investment, recommending a retrofitted Responsive Design instead of a complete rebuild, resulting in savings for the organization of more than 40%, versus what a new site would cost. The launch also brought Dignity's online presence in line with its brand initiative. Going forward, Dignity Health is well positioned as both an employer of choice and an early adapter of next generation technology.