

ASPIRING FOR GREATNESS IN WEB DESIGN.

“Showcasing UCLA Health’s world-class culture with rich online content in a responsive format.”

CHALLENGE

UCLA Health is recognized worldwide for clinical excellence. The flagship hospital, Ronald Reagan UCLA Medical Center, has achieved Magnet status and is consistently ranked one of the nation’s top hospitals by U.S. News & World Report. Our creative challenge was to build an updated, content-rich Careers site befitting of UCLA’s world-class status and prime Southern California location. We also wanted to create a place where UCLA employees could tell their unique stories.



www.uclahealthcareers.org

MOMENT OF TRUTH

To achieve UCLA’s ambitious levels of patient satisfaction, we needed to help raise the bar in the recruitment of talent. There was an initiative to attract high-quality, ambitious candidates who were aligned with the health system’s operational objectives.

We developed a campaign designed to inspire those who aspire to go beyond what’s expected. The campaign built upon UCLA’s reputation of excellence, at the same time encouraging both current and prospective employees to strive to be the best – an ideal that can truly be achieved at UCLA.

SOLUTION

We designed a comprehensive Careers site using immersive photography and messaging that builds on the UCLA Health employer brand theme: “It begins with U.”

The site includes 30 Employee Stories, which are 2-3 minute video stories on UCLA Health professionals, from Nurses and Radiology Techs to the Chief Executive Officer. The videos were filmed at UCLA’s two hospital locations in Santa Monica and Westwood, and feature beautiful LA lifestyle images and original music, all created by JWT INSIDE talent.

We created a campaign with a variety of extensions, from ads, direct mail and trade show booths to a referral program, Careers site and eBrochure. Our comprehensive Employer Brand campaign also included special communication programs designed to support internal wellness and service excellence initiatives.

MEASURE OF SUCCESS

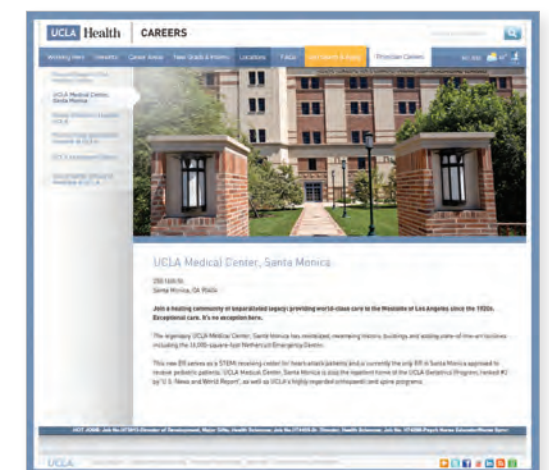
We successfully launched a Careers site that is a reflection of what UCLA Health is—a world-class institution with a team that’s committed to excellence. Since the launch of the “It begins with U” campaign, UCLA has been receiving over 50,000 applications annually. Our client has also seen a significant rise in qualified candidates and has achieved a near zero vacancy rate.



We brought the LA lifestyle front and center to attract candidates seeking diversity and excitement.



Cinematic videos featuring real employees, including the CEO, bring the UCLA story to life.



Photography, video and messaging combine to create an experience befitting of UCLA’s world-class status.

A WORLD-CLASS HEALTH ORGANIZATION. A RE-BRANDED U.

We expanded on UCLA Health's consumer tagline, "It begins with U," giving it new meaning for employment communications.

CHALLENGE

UCLA Health, with its four world-class hospitals and expansive network of medical offices, is consistently ranked as one of the top health organizations in the nation. The letter "U" in Bruin blue is becoming a familiar graphic icon throughout Westwood and Santa Monica. That's because UCLA Health's new patient-focused campaign, "It begins with U," can be seen on buses and billboards throughout the area. The headlines, like "See U around the neighborhood," incorporate the U graphic.

This new campaign puts the focus on patients and community members, letting them know that UCLA Health is an organization that puts patients first. At the same time, the graphic treatment of the letter "U" supports the brand identity of UCLA. Our challenge at INSIDE was to expand on the meaning of this line and adapt the new consumer campaign for employer branding purposes.

MOMENT OF TRUTH

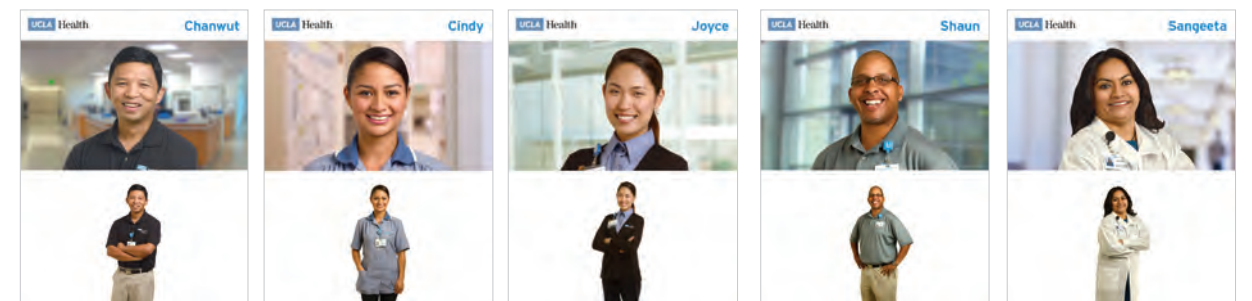
For some job seekers, UCLA's distinguished reputation was somewhat intimidating. The consumer campaign is very friendly and approachable, so we saw an opportunity to follow suit in our employee communications. The transition was smooth, since we had already begun to place more focus on individuals in our videos and printed materials. As UCLA Health continued to raise the bar in the recruitment of talent to achieve ambitious patient satisfaction scores, this was an ideal time to let current and future employees know that when it comes to the success of this respected organization, it all begins with their talent, compassion and dedication.

SOLUTION

We expanded on UCLA Health's consumer tagline, "It begins with U," giving it new meaning for employee communications. UCLA's reputation and future success is directly related to excellence in patient care, and that begins with the people who provide the care. We developed new messaging for ads, refined our messaging in employee videos and adapted the U campaign for the UCLA Health Careers site. Our comprehensive Employer Brand campaign also included special communication programs designed to onboard new employees and recognize current employees.

MEASURE OF SUCCESS

We were successful in creating a friendly, approachable campaign to recruit new talent, onboard new employees and let all employees know that the work they do is vital and valued every day at UCLA Health. Since the rebranding, the total number of applications received by UCLA annually has reached 60,000. Our client has also seen a steady rise in qualified candidates and has maintained a vacancy rate of 3-4%.



it begins with **U**

A LITTLE RECOGNITION GOES A LONG WAY.

“Developing employee recognition and onboarding tools for one of the world’s premiere healthcare providers.”

CHALLENGE

As one of the most comprehensive and advanced healthcare systems in the world, UCLA Health has been providing outstanding care for more than half a century. Consistently ranked as one of the top five hospitals in the nation and the best medical center in the western United States by U.S. News & World Report, UCLA Health is a true employer of choice, both in Southern California and around the world.

As healthcare providers everywhere face growing challenges in hiring and retaining top talent, UCLA Health realized the need to more effectively onboard, recognize and reward its employees. INSIDE was tasked with reviewing the organization’s current programs and developing concrete, yet cost-effective solutions.

MOMENT OF TRUTH

UCLA Health’s previous Retention & Recognition Program toolkit served as a basic how-to guide for managers as they acknowledged employee achievements and milestones. Unfortunately, it only existed in print form, making program revisions and updates a costly undertaking.



Likewise, their Onboarding Program consisted of an outdated series of printed forms and guidelines, all in need of a serious overhaul.

To complicate matters, UCLA Health was in the process of launching a new consumer campaign with a look, feel, and messaging that wasn’t reflected in the old materials. INSIDE saw an opportunity for UCLA Health to save money by embracing a go-green initiative, while also leveraging the new campaign elements to develop even more effective programs.

SOLUTION

INSIDE went to work, developing online portals that housed both programs in an easy-to-access toolkit format that managers could reach through UCLA Health’s employee intranet. We also enhanced the messaging to reflect the new consumer campaign, ensuring brand consistency. Showcasing the new brand theme, “It Begins with U,” we employed clean lines, compelling graphics, and an invitingly conversational tone, to create a look and feel that was both simpler and more user-friendly.

Revised messaging in both online toolkits now more clearly underlined the important role that managers play in everything from the onboarding process, to the ongoing recognition of employee talents and contributions. The toolkits also gave managers more effective guidance and support. Hiring managers now had better access to step-by-step instructions on how to approach the onboarding process from the very beginning of the job search, all the way through to the hire’s first year.

MEASURE OF SUCCESS

Since the recent launch of both microsities and print companion pieces, response from managers across UCLA Health has been overwhelmingly positive. From ease of navigation, to clearer messaging, to the fact that all the necessary information is finally in one place on the portal, managers across UCLA Health now have a tool that better meets their needs. More than ever before, the organization is prepared to actively engage new employees from the day they’re hired, and then provide ongoing, personalized recognition, bringing about higher levels of employee retention and job satisfaction.



Retention & Recognition Program Site



Employee Onboarding Toolkit Site