

SITUATION:

- After a change in leadership and period of reputational challenges, Board of Directors and CEO wanted to establish objective benchmark of corporate reputation and begin to monitor progress of corporate initiatives to ensure accountability.
- Management team needed consistent executive level metrics to identify corporate strength and risk in order to strategically manage corporate reputation across multiple brands.

360 INITIATIVE:

- Designed U.S. based assessment to benchmark reputation and evaluate corporate communications effectiveness
- Electronically administered assessment of seven stakeholder groups, including health insurance brokers and the medical community
- Over 7,000 interviews were collected within a 3-week time period

OUTCOME:

- Board now possessed information to assess reputational risk and monitor initiatives
- Corporate communications revamped to provide consistent brand message and alleviate confusion around multiple brands
- Corporate messaging converted to focus on benefits to stakeholders rather than operational excellence of company
- Resources allocated to focus on internal communication to strengthen employee perception and experience