



AMERICA'S ESSENTIAL HOSPITALS

**Making the Most of New Association Tools to Stay
Connected, Informed**

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WHY A NEW SITE?

- 5-year-old site beyond shelf life
- Rebranding and new strategic plan
- Evolving communications strategy
- Need to unify association's virtual presence



THE CHALLENGE

- 30,000+ content items to parse
- Three somewhat disparate sites
- Must coincide with yet-to-be-developed brand
- Meet the needs of varied audiences



PROCESS

- More than year planning and development
- Strongly transparent at staff and leadership levels
- Focus on defining and aligning to audiences
- Mindful of new brand throughout



COMMUNICATIONS GOALS

- Introduce new brand
- “Beyond the safety net”
- Building on strong sense of community
- Humanizing and storytelling

