



Case Study: Community Awareness and Outreach

Challenge

The community concerns that surfaced after Scott & White's acquisition of King's Daughter Hospital took everyone by surprise. How could Scott & White improve awareness to prevent an isolated misunderstanding from becoming a full-blown crisis?

Solution

Twitter Monitoring: The concerns over the hospital acquisition were uncovered by searching for posts of Scott & White's name over Twitter. Online tools were then employed to proactively monitor Twitter conversations about Scott & White, their industry and local competitors.

Outreach: Corporate Twitter accounts and a blog were created as part of an engagement strategy which leverages all of Scott & White's touch points with members and community.

Results:

- Scott & White is able to address issues and opportunities in real-time.
- A PR crisis was averted.

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