



Rebranding with love

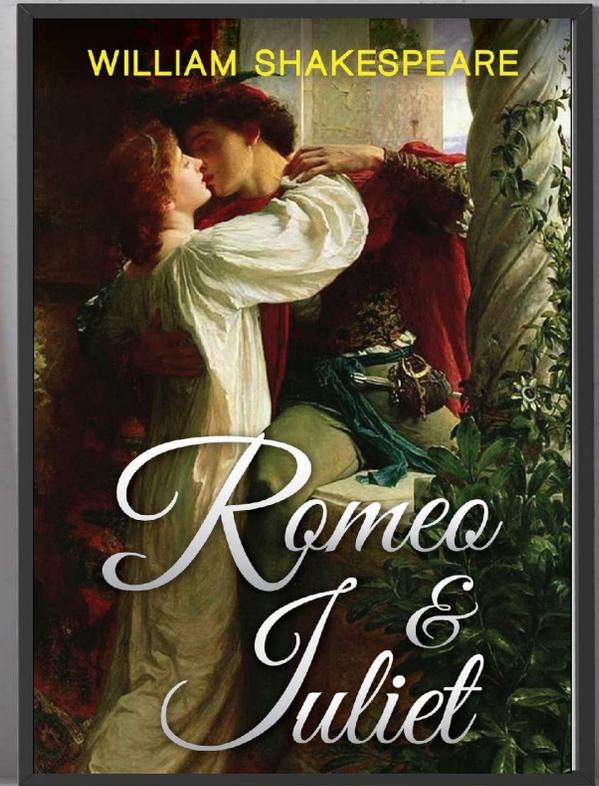
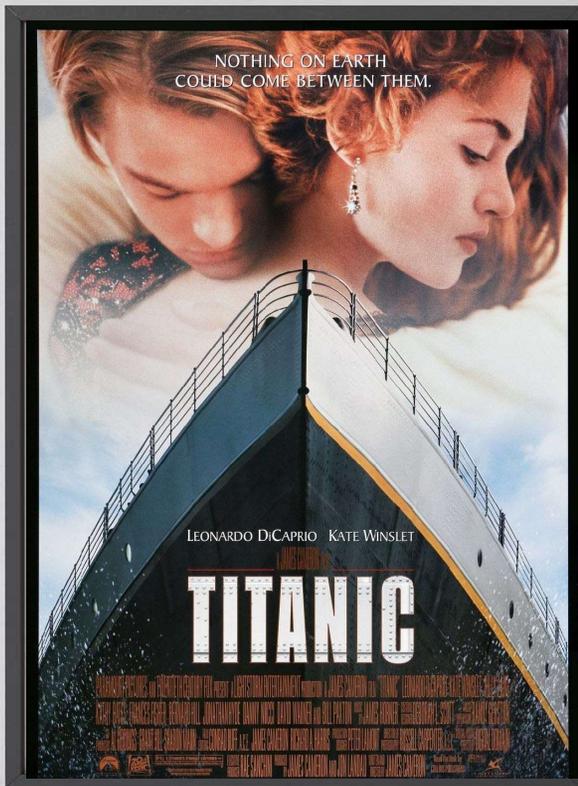
How ChristianaCare Became the
Most Improved Brand in the Nation



A Love Story?



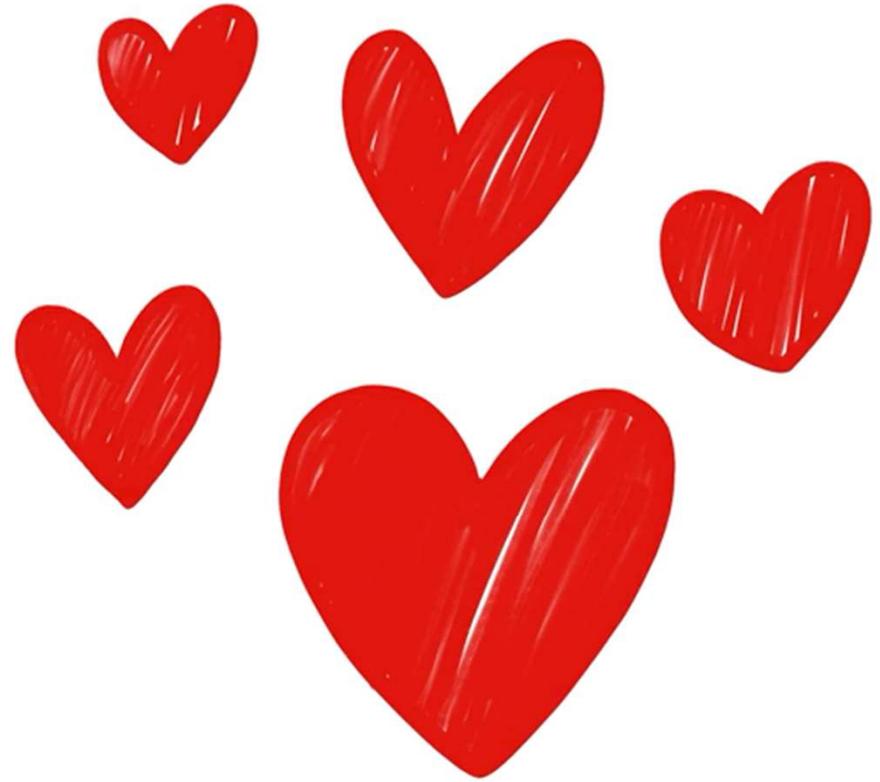
NOT Showing







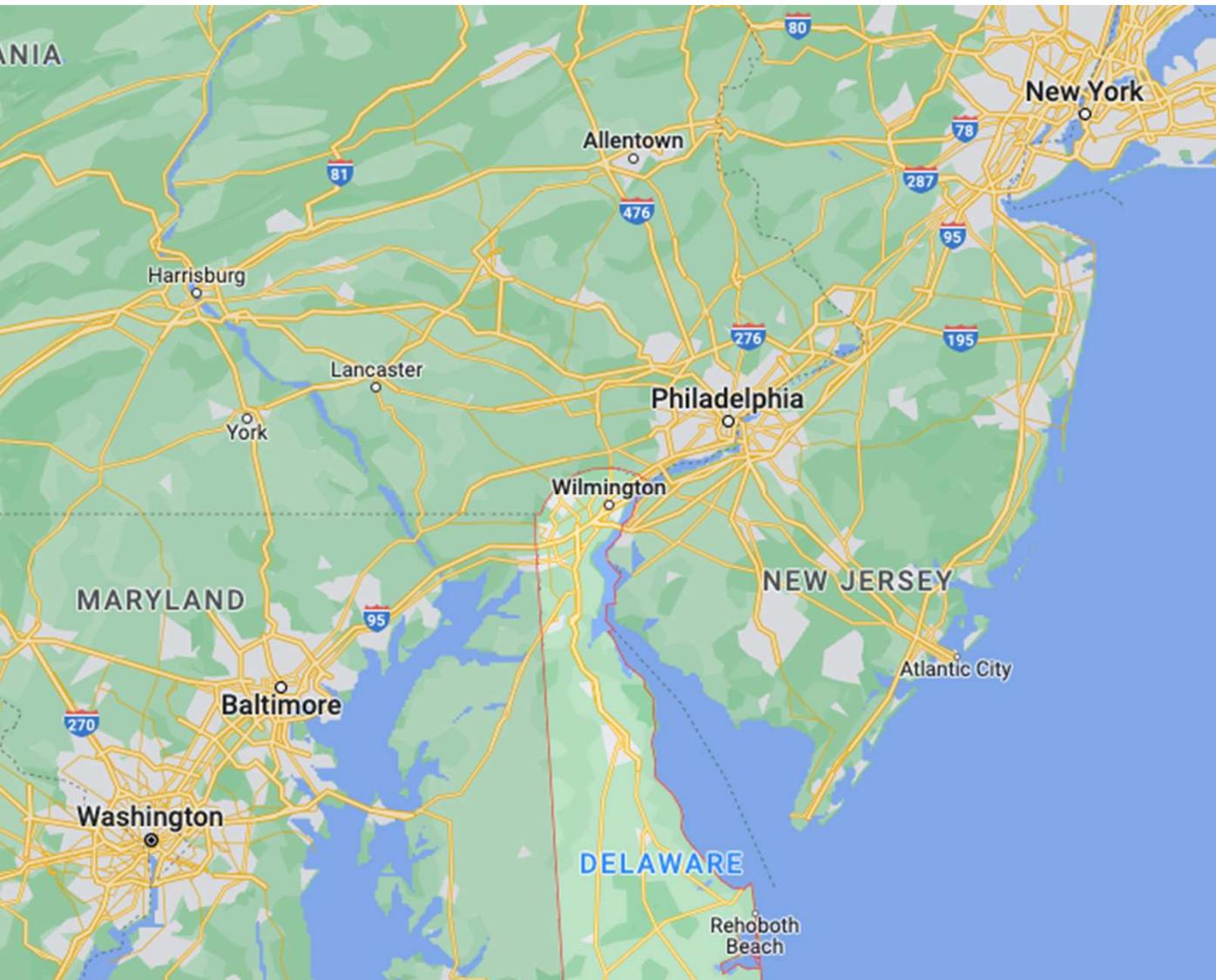
A Story About Love





Happily
Ever After ♡





**Dela –
Where?**



American Heart Association
American Stroke Association
CERTIFICATION
Meets standards for
Comprehensive Stroke Center





CHRISTIANA CARE
HEALTH SYSTEM

Humana®



FedEx

amazon.com®



Family

Fun

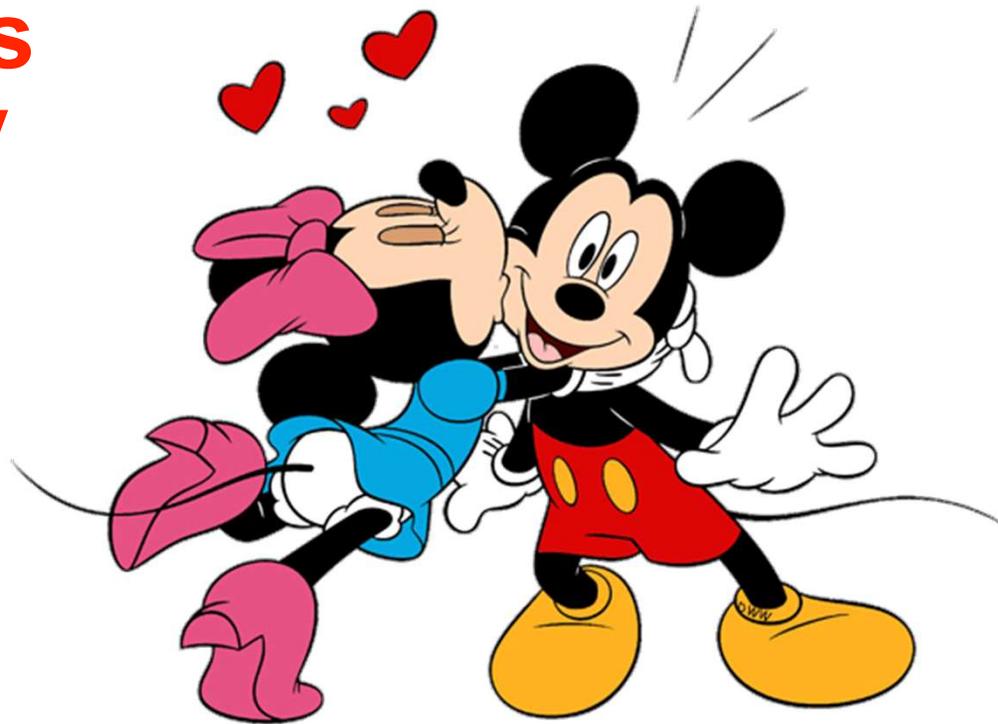
Fantasy

Imagination

Entertainment

Mickey

**What is
Disney
?**



**Why is
Disney
?**



THIS WAY

THAT WAY

ANOTHER WAY

The Research

We reached approximately 1,450 people across 4 states to gather insights about Christiana's brand equity, brand preference and brand awareness.



We talked with 60 people
in 12 cities
in 4 states
over 3 days

Logo is **tired and old**; symbol needs to change.

When asked what three words come to mind about Christiana Care, there was **no consistency**.

Christiana Care name **has brand equity**, especially in Delaware.

Delawareans know Christiana Care is “Big,” **but they don’t know** the full extent of services.

Christiana Care **does not engage enough** with the community.

All groups concur Christiana Care **does not advertise enough**. Other health care organizations do.

A central lightbulb with a glowing yellow interior and a black base is surrounded by a dense, intricate web of colorful ropes in various colors including blue, red, green, yellow, and grey. The ropes are tangled and looped around the lightbulb, creating a complex, maze-like structure. The background is a plain, light grey color.

Developing
**The BIG
Idea**

➤ **Brand Values**

- Align with Christiana Care values of “Excellence & Love”
- Retain brand equity

➤ **Leadership Goals**

- Must support expansive population health initiatives

➤ **Inclusion**

- Communicate a compelling message to external and internal audiences

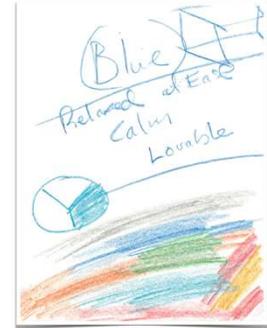
➤ **Needs Assessment**

- Must strengthen the affinity with the community

A close-up photograph of a child's hands, palms facing forward, with various colors of paint (black, green, yellow, red) smeared on the fingers and palms. The child's face is blurred in the background. A semi-transparent white banner is overlaid across the center of the image, containing the text "Getting Creative Board & Leadership Workshops" in a bold, blue, sans-serif font.

Getting Creative
Board & Leadership Workshops

Health
Life
Connection
Evolution



Love

We serve together guided by our values

Love & Excellence

We anticipate the needs of others and help with compassion and generosity.

We embrace diversity and show respect to everyone.

We listen actively, seek to understand and assume good intentions.

We tell the truth with courage and empathy.

We accept responsibility for our attitudes and actions.

We commit to being exceptional today and even better tomorrow.

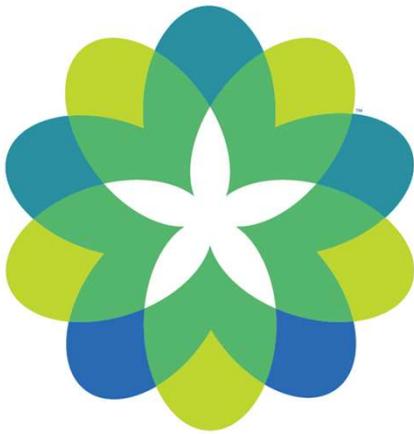
We use resources wisely and effectively.

We seek new knowledge, ask for feedback, and are open to change.

We are curious and continuously look for ways to innovate.

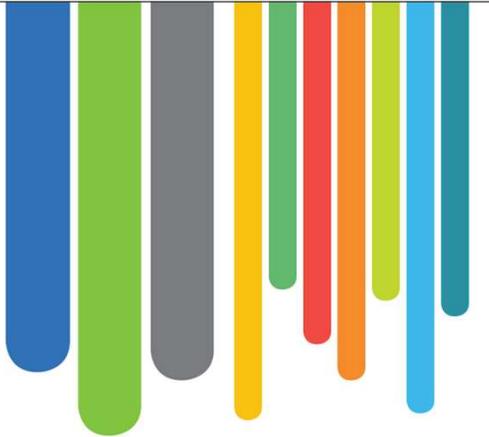
We are true to our word and follow through on our commitments.





A SYMBOL OF GROWTH

Based on Delaware's state flower, the peach blossom, our new symbol links our past, present and future, symbolizing our proud origins as well as our vitality, longevity, growth and commitment to health.



FRESHENING UP

The well-known ChristianaCare green has been updated to a vibrant, joyful new hue, and it's now joined by a palette of new colors that represents the diversity of our organization today.



CONNECTED TO CARE

Our new brand identity respects our history and preserves our trusted name — with a new twist. We unite the words in our name, ChristianaCare, representing our commitment to partnering seamlessly with the people we serve to achieve health in ways that they value.

FOR THE LOVE OF HEALTH™

For the Love of Health encourages us to reflect on the "why" behind the health-related choices we make every day. Why should I sleep eight hours a night? Why should I get an annual physical?

As doctors, nurses and caregivers — and as neighbors and friends — ChristianaCare is a partner in each person's journey to greater health and well-being. Why? For the Love of Health.

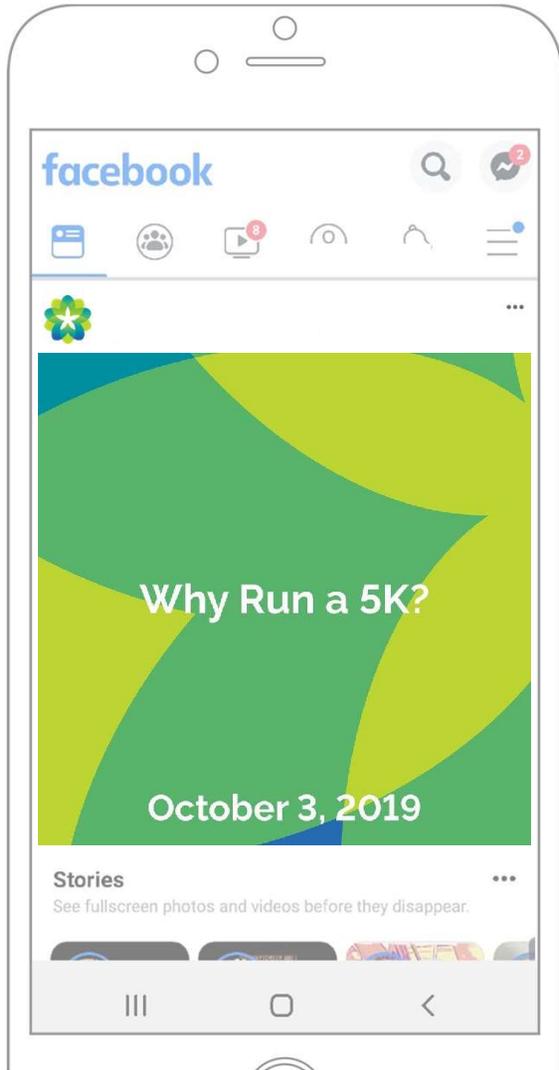
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OCT
3





christianacare • ForTheLoveOfHealth

christianacare Hurray! One of our caregivers in that #ForTheLoveOfHealth spirit spins the prize wheel and wins a new ChristianaCare t-shirt.

144w

fun_dept We're having so much fun with you guys! 🎉

144w · 9 likes · Daily

1,080 views

OCTOBER 8, 2019

Add a comment... Post

FOR IMMEDIATE RELEASE
Hiran Rathayake
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Department of External Affairs
302.327.3377
HRathayake@ChristianaCare.org



Delaware's Largest Health System Unveils New Brand Identity

Signaling its commitment to go beyond delivering great health care to make a true impact on health, ChristianaCare unveils a new look and a new theme — For the Love of Health™

(Wilmington, Del. — October 2, 2019)

The ChristianaCare journey began in 1888, in Wilmington, Delaware, with a commitment of service to the community as expert, caring partners in health. For more than a century, ChristianaCare has grown to meet the needs of Delaware and the surrounding communities with compassion, courage and empathy — not just by adding brick and mortar buildings, but by embracing new technologies, innovating, learning and evolving to become a health system that understands and addresses the needs of the whole person.

"As we look to the future, we have an opportunity to meet the health needs of the communities we serve much differently than we did in the past," said ChristianaCare President and CEO Janice E. Nevin, M.D., MPH. "We are reimagining how we deliver care — to deliver health, not just health care, to the people we serve."

"We are on a mission to deliver the right care, at the right place, at the right time for everyone we serve," she said. "We're expanding primary care and virtual technologies to make it easy for people to access care where and when they need it. We are leveraging artificial intelligence and machine learning to deeply engage with patients. We're advancing the frontiers of science through gene editing and precision medicine to help patients today and unlock the potential of an even better tomorrow. We're innovating and creating new partnerships to address the non-medical needs that affect people's health, including food security, housing, public safety, education and economic opportunity. And we are embracing value-based payment models that

Downloadable:

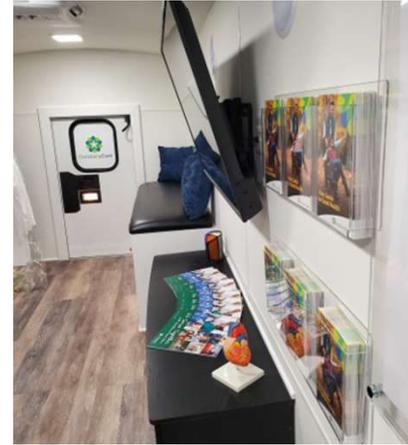


IMAGES



VIDEO







Why Eat More Fruits & Vegetables?

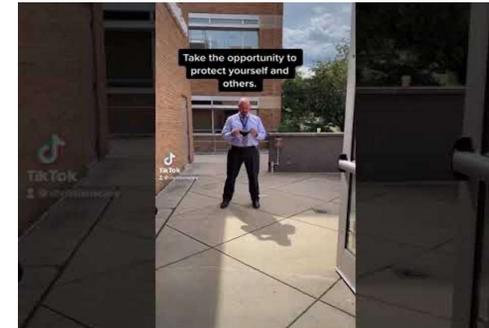
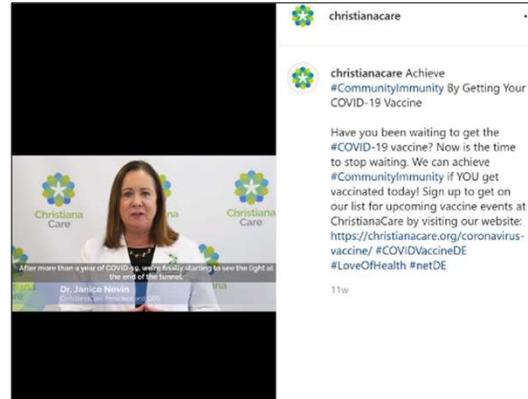
**FOR THE LOVE
OF HEALTH™**





**FOR THE LOVE
OF HEALTH**





[OUR SERVICES](#) [PATIENT & VISITOR GUIDE](#) [HEALTH & WELLNESS](#) [ABOUT US](#) [FOR HEALTH PROFESSIONALS](#)



[Careers](#) [Find a Doctor](#) [Pay My Bill](#) [Volunteer](#) [Press Room](#) [Contact](#) [Make a Gift](#)



**FOR THE LOVE
OF HEALTH**






ChristianaCare
 Sponsored

Keeping up with daily safety habits is something to smile about. 😊




ChristianaCare
 CHRISTIANACARE.ORG/BESAFE
Don't Stop Staying Safe
 View safety tips and guidelines. [Learn More](#)

 Like
  Comment
  Share



**Stay Safe
Stay Healthy**



**For You, Your Family
and Our Community**



**Be Safe
FOR THE LOVE
OF HEALTH™**

[Learn More](#)




Stay 6 Feet Apart Wear a Mask Clean Surfaces Wash Hands Often

Stay Safe!



Complimentary Sanitizing Wipes

FOR THE LOVE OF HEALTH

Clean Hands Are Healthy Hands





 ChristianaCare
[ChristianaCare.org](#)

Our Services Patients & Visitors Health & Wellness About Us For Health Professionals

ChristianaCare

Coronavirus
ChristianaCare is prepared to meet the needs of our caregivers and our community.

Stay Healthy
Learn More

Get Tested
Find A Testing Site

Get Care
Learn More

After Recovery
Learn More

Help with food, testing and bills
Learn More

Resources for Providers
Learn More

Latest Visitor Policies
Learn More

Supporting Our Caregivers
Donate Today

Safe Care Is Here For You

ChristianaCare is prepared to meet the needs of our caregivers and our community related to COVID-19 coronavirus.

- Our caregivers are trained in accordance with CDC guidelines to screen patients appropriately, isolate patients suspected of the coronavirus and engage our Infection Prevention team to coordinate testing with the Delaware Division of

COVID 19 If You Have It



Keep your distance.

Stay 6 - 10 feet away from people.

Safest ways to visit a loved one:

- Text message
- i-Pad
- Phone call
- Video visit

To help keep our community and caregivers safe, ChristianaCare is making frequent changes to our services and policies. Be sure to check the website for helpful information.

[ChristianaCare.org/coronavirus](https://christianacare.org/coronavirus)

As always, we're here for you and FOR THE LOVE OF HEALTH.

ChristianaCare

Cleaning and disinfecting items of someone that has COVID-19

Wear disposable gloves for these tasks and wash your hands after removing gloves. If you don't have gloves, wash your hands immediately following.

LAUNDRY	PERSONAL ITEMS OR SURFACES	CELL PHONES
<ul style="list-style-type: none"> Don't shake out laundry before washing. Wash clothes in the warmest temperature for the fabric. Dry clothes completely. Use a separate basket for the person's dirty laundry. Line it with a disposable or washable liner to keep basket clean. 	<ul style="list-style-type: none"> Use a detergent or soap and water to clean dirt from surfaces and objects. To kill the virus, use a household disinfectant cleaner, a household bleach solution, or alcohol solutions with at least 70% alcohol. Use the right product for the surface. 	<ul style="list-style-type: none"> Unplug phone from any device or cable. Spray a soft, lint-free cloth with a non-abrasive disinfectant or 70% isopropyl alcohol. Gently clean the phone and phone case with the cloth. Do not spray liquid on the phone as it could damage it.

[ChristianaCare.org/coronavirus](https://christianacare.org/coronavirus)

ChristianaCare

Pruebas gratuitas de Coronavirus (COVID-19)

Venga a nuestro sitio de pruebas de detección gratuitas para las personas que viven en Glasgow/Newark y comunidades aledañas. Las pruebas están disponibles por correo y a pie.

Jueves 21 de mayo
8:30 - 11:30 a.m.
Glasgow High School
1901 S. College Ave., Newark, DE 19702

TRAIGA ID
No necesita una orden médica para la prueba.

AVISO: Este sitio solamente ofrece pruebas del virus por medio de muestras nasales por frotis. Esta prueba no es de antígeno o cual requiere selección de carga e ignora en el dardo.

Para más información, visite [ChristianaCare.org/CommunityTesting](https://christianacare.org/CommunityTesting)

ChristianaCare

Ayude a Detener La Propagación del Coronavirus (COVID-19)

¡CÉPILLESE LOS DIENTES!

- Quédese en casa**
Solo salga de su casa para comprar alimentos o recibir atención médica.
- Lávese las manos**
Lávase las manos con jabón frecuentemente.
- Tapabocas**
El tema que usas, cubrese la nariz y la boca con un tapabocas de tela.
- Distanciamiento Social**
Manténgase a 6-10 pies (6-3 metros) de distancia de los demás si sales de su casa.

¡Cépilese dos veces al día!

Háilo por 2 minutos.

Sólo utiliza un poco de pasta de dientes, del tamaño de un guisante.

Si tiene síntomas de COVID-19 como fiebre, escalofríos, una tos que no tiene alivio, dificultad para respirar, dolores de cuerpo entero/dolor o pérdida del gusto/olfato, llame de inmediato a su proveedor de atención médica o al 1-855-408-1898.

ChristianaCare

¿Preguntas Sobre La Vacuna Contra Covid?



ESTOS SON LOS DATOS:
ES SEGURA - La vacuna ha sido probada en ensayos clínicos a gran escala y ha demostrado ser segura.

FUNCIONA - La vacuna es muy eficaz para prevenir infección.

ES IMPORTANTE - Vacunarse es la mejor manera de protegerse a sí mismo y a los demás y de ayudar a detener la propagación. Vacúnese lo antes posible donde pueda.

➤ [Visita ChristianaCare.org/es/coronavirus-vacuna](https://www.ChristianaCare.org/es/coronavirus-vacuna) para obtener más información.



Questions About the COVID Vaccine?



Here are the facts:

IT'S SAFE
 The vaccine has been tested in large scale clinical trials and proven safe.

IT WORKS
 The vaccine is very effective in preventing infection.

IT'S IMPORTANT
 Getting the vaccine is the best way to protect yourself and others and to help stop the spread.



➤ [Visit ChristianaCare.org/Coronavirus-Vaccine](https://www.ChristianaCare.org/Coronavirus-Vaccine) to learn more.



Don't Wait to Get Vaccinated



It's safe. It works. It's important.

Protect yourself, your family and our community.

Get your COVID vaccine as soon as possible wherever you can.



➤ [Visit ChristianaCare.org/Coronavirus-Vaccine](https://www.ChristianaCare.org/Coronavirus-Vaccine) to learn more.

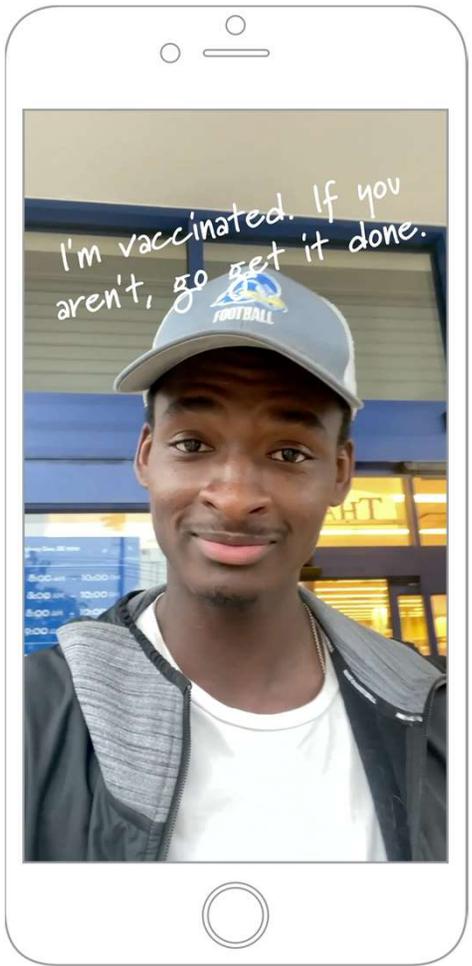


147K
Followers

 **_deiondavis**
_deiondavis
Follow

133 Following 147K Followers 2.3M Likes

Christian Athlete 🏈
WR @ University of Delaware 🇺🇸
God Over Everything 🙏
[presssports.app.link/_deiond...](#)





Biden Photo



We're Ready to
Serve You Safely



ChristianaCare®



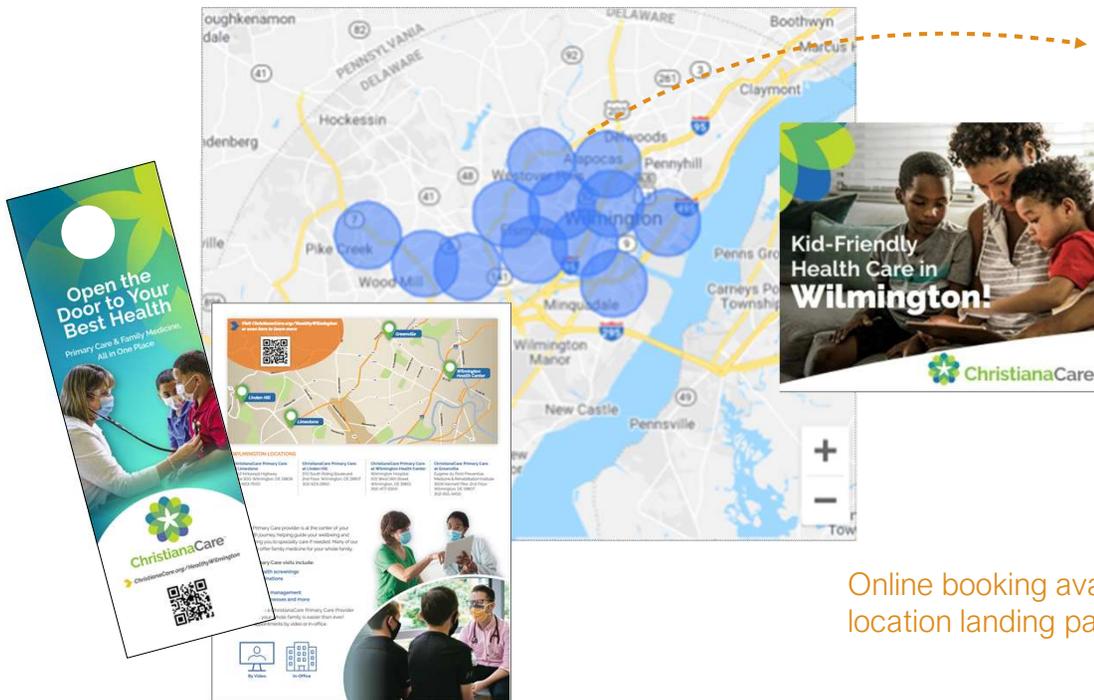
**Don't Delay
Schedule Today**



ChristianaCare®

Hyperlocal Campaign to Attract New PCP Patients

We created neighborhood-specific door hangers, direct mailers with QR Codes and geofenced local retail stores, serving mobile ads leading to neighborhood specific landing pages.



Online booking available on location landing page.



Welcome to the Neighborhood
We'd Like to Introduce Ourselves

25%
Higher
Response
Rate

81%
Provided Email
Address

Moving Is Hard

Finding a Partner in Good Health Doesn't Have to Be

Now that you've unpacked all those boxes you labeled "MISC" and found your coffee maker, it's time to decide where to go for your health care needs. We hope you'll consider us. At ChristianaCare, we're dedicated to helping you live your healthiest life, whatever that means to you. For that reason, we offer a full range of services in the following areas:

Primary Care	Women's & Children's Health	Behavioral Health	Telehealth	Urgent Care Centers
Heart & Vascular Health	Cancer Care	Neurosciences Health	Orthopaedics	Surgery
Acute Medicine	Home Health	Imaging Services	Lab Services	Rehabilitation

Your Best Health In Your New Neighborhood

One of the first things you'll want to do is choose a primary care doctor for yourself and a pediatrician for any children in your household. All practices are accepting new patients!

Visit ChristianaCare.org/PrimaryCare for a complete list and to schedule an appointment, or call 302.295.3216.

We've made getting the care you need safer than ever by enhancing safety measures at all our locations.

For your convenience, we've enhanced our virtual care options. In addition to in-office visits, most of our care professionals are also available from the comfort of your home. You can choose to visit:

By Video

In-Office

When It's Urgent

You may sometimes need a doctor in a hurry or at odd hours. Our ChristianaCare - GoHealth Urgent Care Centers exist for exactly those times. Visit ChristianaCare.org/SkipTheWait to find one nearest you.

When It's an Emergency

If you're faced with a potentially life-threatening situation, our emergency rooms offer state-of-the-art services in a caring atmosphere. You can find those locations on the map. Most importantly, if your life or someone else's life is in danger, call 911 immediately.

A Gift for Good Health

As your neighbors in good health, we'd like to send you a FREE pedometer.

ONLINE: Scan this QR code or visit ChristianaCare.org/NewMovers to request your free pedometer online.

BY MAIL: Fill out below and cut or tear the panel on the dotted line. Fold in half, tape it closed and mail back to us.

Name: _____

Address: _____

City, State, ZIP: _____

Phone: _____

Email: _____

I am looking for a new primary care doctor. Yes | No

I would like to receive health and wellness tips, recipes, health information and more by email. Yes | No

ChristianaCare does not share personal information with third parties or other organizations.

23%
Click

69%
Open

ChristianaCare™

Call Now at **800-693-2273**

Join our FREE Virtual Weight Loss Surgery Seminar
Please complete the form below and select your seminar date with our bariatric experts.

First Name: *

Last Name: *

Email Address: *

Phone Number: *

Zip Code: *

Event Selection: *

Do You Have a Primary Care Physician? | **Select...**

Sign up for our monthly newsletter. You can unsubscribe at any time using the link in our emails.

Submit

Not ready to schedule an appointment?
[Learn more about Bariatric Surgery at ChristianaCare](#)

"THE EDUCATION I RECEIVED BEFORE SURGERY WAS A TREMENDOUS HELP."
—JANETH, GASTRIC BYPASS PATIENT

53% of
attendees
schedule a
consult

68% of those
eligible
schedule a
surgery

ChristianaCare
Sponsored

You became a nurse to help people. So, we want to help you along every step of your nursing career. Learn about career opportunities.



ChristianaCare®

CAREERS.CHRISTIANACARE.ORG
Join Our Nursing Team
Learn about new sign-on bonuses. [Learn More](#)

Like Comment Share

#ChristianaCareCareers



You're Proud to Be a Nurse

ChristianaCare®

#ChristianaCareCareers



Be Part of an Award-Winning Health System

ChristianaCare®

31K
Clicks

8.84%
Conversion
Rate



Longitudinal Brand Strength Study

2019 vs. 2021

**Brand
Awareness
+12 Points**

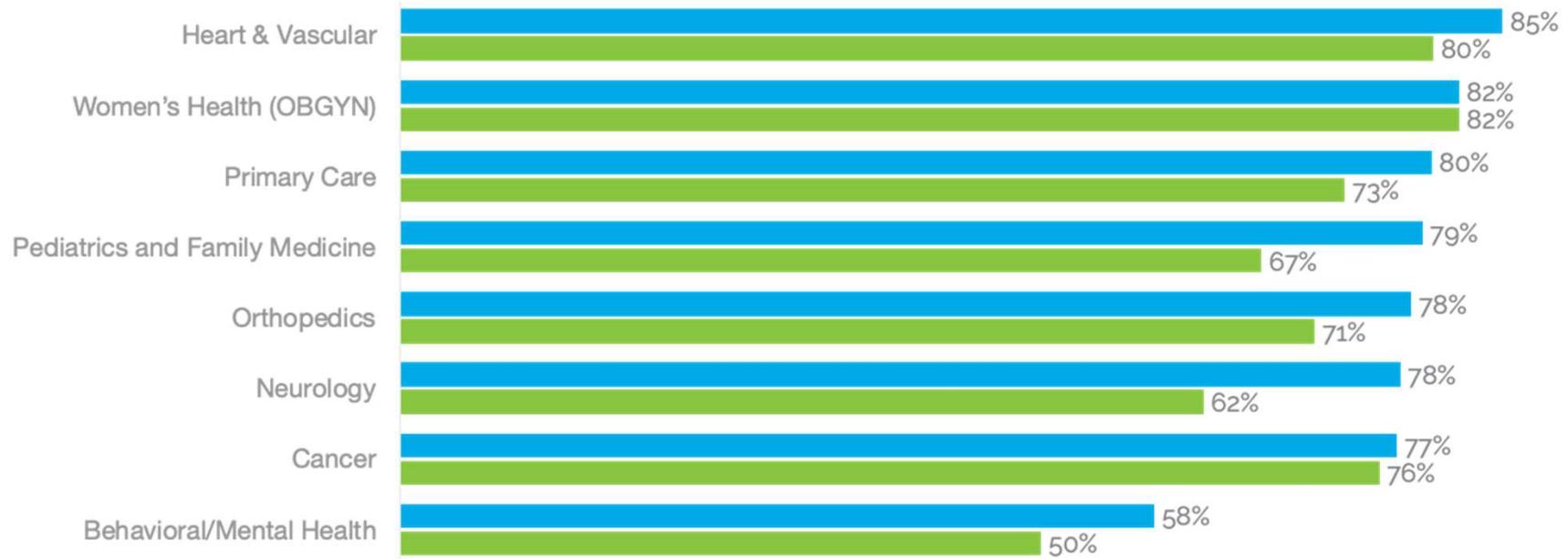
**Brand
Consideration
+9 Points**

**Hospital
Preference
+11 Points**



Awareness of Services

2019 vs. 2021



**Most Improved
Healthcare
Brand
in the Nation**

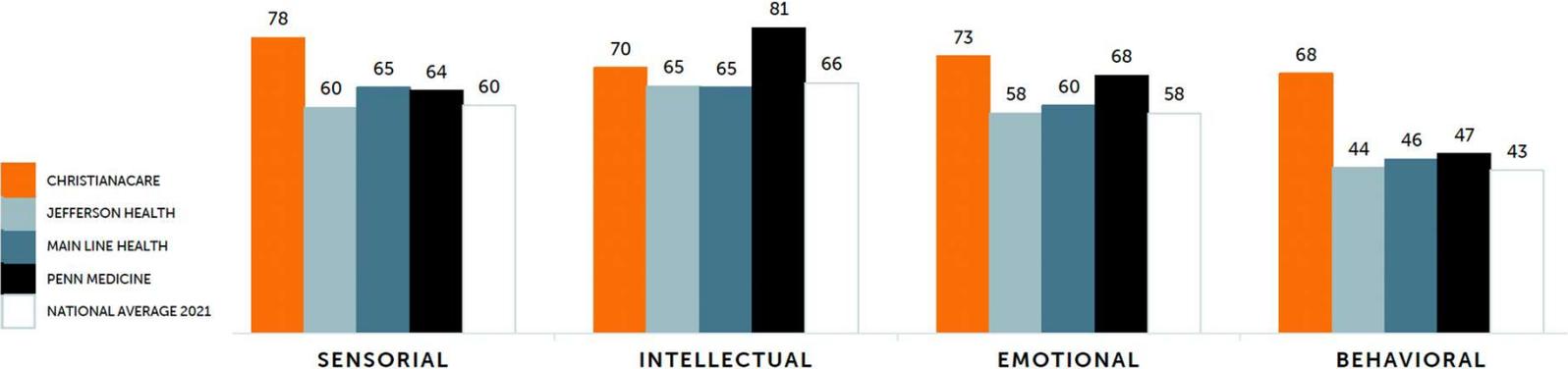


American Hospital
Association

Most recently, ChristianaCare was named most improved healthcare brand in the nation in an article published by Becker's Hospital Review based on research conducted by American Hospital Association and Monigle.

From 157 to 43!

The “Humanizing Brand Experience” research project included conversations with over 30,000 health care consumers who evaluated 202 healthcare brands in 61 markets across the U.S.



The visual, auditory and olfactory brand cues, these drivers are all about how people ‘sense’ your brand

The functional, bread-and-butter benefits offered by your brand. It’s what people ‘think’ about your brand when they go through their mental decision-making checklists

The implicit brand motivators that define what people ‘feel’ about your brand. Often untapped, these motivators can drive powerful connections and associations

The physical, intentional brand interactions are what people ‘do’ with your brand. It’s where the rubber meets the road and engaging, two-way experiences really happen

FOR IMMEDIATE RELEASE
Megan McGurman
Communications Manager
Department of External Affairs
302-327-5758
[Request an Interview](#)



Introducing ChristianaCare Hospital Care at Home – Hospital-Level Care in the Privacy of Your Own Home

Program provides highest level of acute in-home care in Delaware

(Wilmington, Del. – March 11, 2022)

As he arrived at [ChristianaCare's](#) emergency department because of diabetes complications that were causing excruciating pain in his left foot, Edwin Bryson Sr., 71, of Wilmington, Del., had resigned himself to what seemed inevitable—he was going to need hospitalization. But he was surprised when his care team offered him the chance to get the hospital care he needed in the place he likes best — his own apartment.

For 20 days, Bryson was a patient in the ChristianaCare hospital care at home program, which offers in-home services to patients who would otherwise require inpatient hospitalization. Daily, members of his care team visited his home to take his vital signs, give him medication and assist him with getting dressed. They also helped with additional tasks to improve his overall health and safety, such as buying an extra lamp and flashlights to ensure the lighting in his home was adequate for his safety, and assisting him with ordering food.

Video: [ChristianaCare's hospital care at home program](#)

"It was a good feeling to be at home," Bryson said. "My friends would knock on my door and make sure I was OK. My son and my nephews could stop to see me when they felt like it or had the time. They always say, 'There's no place like home,' and it's true. All I do is hit the button and a nurse comes on to assist me with anything I need and check on my vitals. It was 24-hour service here, just like I was in the hospital."

ChristianaCare has admitted and cared for more than a dozen patients in the hospital care at home program since it launched in December 2021, designed in partnership with the Medically Home Group Inc.

FOR IMMEDIATE RELEASE
Bill Schmitt
Senior Communications Manager
Department of External Affairs
302-327-3318
[Request an Interview](#)



ChristianaCare Completes Purchase of Former Jennersville Hospital Location from Tower Health

(Wilmington, Del. – June 13, 2022)

ChristianaCare has completed its purchase of the former Jennersville Hospital location in West Grove, Pennsylvania from Tower Health. Under its new name, ChristianaCare West Grove Campus, the site will once again serve the health needs of the southern Chester County community—but the opening of services at the campus will take some time.

"It is our privilege to serve our neighbors in southern Chester County as expert, caring partners in health," said Janice E. Nevin, M.D., MPH, ChristianaCare president and CEO. "We are excited to have this opportunity to reimagine health care at the ChristianaCare West Grove Campus. We are here as long-term partners in supporting a healthy southern Chester County community."

FOR IMMEDIATE RELEASE
Bill Schmitt
Senior Communications Manager
Department of External Affairs
302-327-3318
[Request an Interview](#)



ChristianaCare to Open New Pediatric Care Center in September Offering 24/7 Pediatric Services in a New 14-Bed Unit on Newark Campus

New care model to help meet growing need for pediatric care in our community, including pediatric behavioral health emergency care

(Wilmington, Del. – April 27, 2022)

To transform the care of pediatric patients in our community, ChristianaCare will open a Pediatric Care Center in September 2022 that will provide 24/7 combined short-stay inpatient and emergency care. The new center will be located on the first floor of the Center for Women's & Children's Health on ChristianaCare's Newark Campus.

"This new approach to pediatric care will make it easier than ever for families and children to receive excellent care when they need it, in a special space that's just for them," said [Sharon Kurfuerst](#), Ed.D., OTR/L, FACHE, system chief operating officer at ChristianaCare.



- Listen to your audiences
- Be authentic
- Find your why
- Go omnichannel
- Create excitement and intrigue
- Go beyond the hospital walls

The end



