



COMMUNICATIONS GUIDELINES FOR

# Promoting Catholic Identity in Preparation for a Hospital Transaction

---

Susanna H. Krey & Heather Stoll

SISTERS *of* CHARITY HEALTH SYSTEM

*A Ministry of the Sisters of Charity of St. Augustine*



**WELCOME!**



**First, tell us about you.**

---



# About Us.

---

Susanna H. Krey & Heather Stoll



SISTERS *of* CHARITY  
HEALTH SYSTEM

*A Ministry of the Sisters of Charity of St. Augustine*



WE, THE SISTERS OF CHARITY OF ST. AUGUSTINE...

Our ministry is focused on people, particularly those who are spiritually, socially, psychologically, physically or materially neglected in any way.

— Constitutions of the Sisters of Charity of St. Augustine, CSA Charism



Sr. Ursula Bissonette, CSA  
Congregational Leader 1852



Sr. Judith Ann Karam, CSA  
Congregational Leader 2016



*We are a* HEALTH & WELLBEING PROVIDER  
*that brings* TRUE DEVOTION *to* HEALING *through*  
*a* FAMILY OF HOSPITALS, FOUNDATIONS,  
ELDER CARE & OUTREACH.



**SISTERS of CHARITY**  
**HEALTH SYSTEM**

*A Ministry of the Sisters of Charity of St. Augustine*

*Healthcare Ministries*



**ST. VINCENT CHARITY**  
**MEDICAL CENTER**

*A Ministry of the Sisters of Charity Health System*



**MERCY MEDICAL CENTER**

*A Ministry of the Sisters of Charity Health System*

*Eldercare Ministries*



**LIGHT of HEARTS VILLA**

*A Ministry of the Sisters of Charity Health System*



**REGINA HEALTH CENTER**

*A Ministry of the Sisters of Charity Health System*

*Foundation Ministries*



**SISTERS of CHARITY FOUNDATION**  
**OF CANTON**

*A Ministry of the Sisters of Charity Health System*



**SISTERS of CHARITY FOUNDATION**  
**OF CLEVELAND**

*A Ministry of the Sisters of Charity Health System*



**SISTERS of CHARITY FOUNDATION**  
**OF SOUTH CAROLINA**

*A Ministry of the Sisters of Charity Health System*

*Outreach Ministries*



**EARLY CHILDHOOD**  
**RESOURCE CENTER**

*A Ministry of the Sisters of Charity Health System*



**JOSEPH'S HOME**

*A Ministry of the Sisters of Charity Health System*



**HEALTHY LEARNERS**

*A Ministry of the Sisters of Charity Health System*



**SOUTH CAROLINA CENTER**  
**FOR FATHERS AND FAMILIES**

*A Ministry of the Sisters of Charity Health System*





# Today's Case Study



SISTERS *of* CHARITY  
HEALTH SYSTEM

*A Ministry of the Sisters of Charity of St. Augustine*



PROVIDENCE  
HOSPITALS

*A Ministry of the Sisters of Charity Health System*

LIFEPPOINT  
HEALTH



# What you'll learn from this case study

---



# The Communications Professionals

---

## Sisters of Charity Health System

- Susanna Krey
- Heather Stoll
- Rebecca Gallant

## Providence

- Kelly Perritt

## LifePoint Health

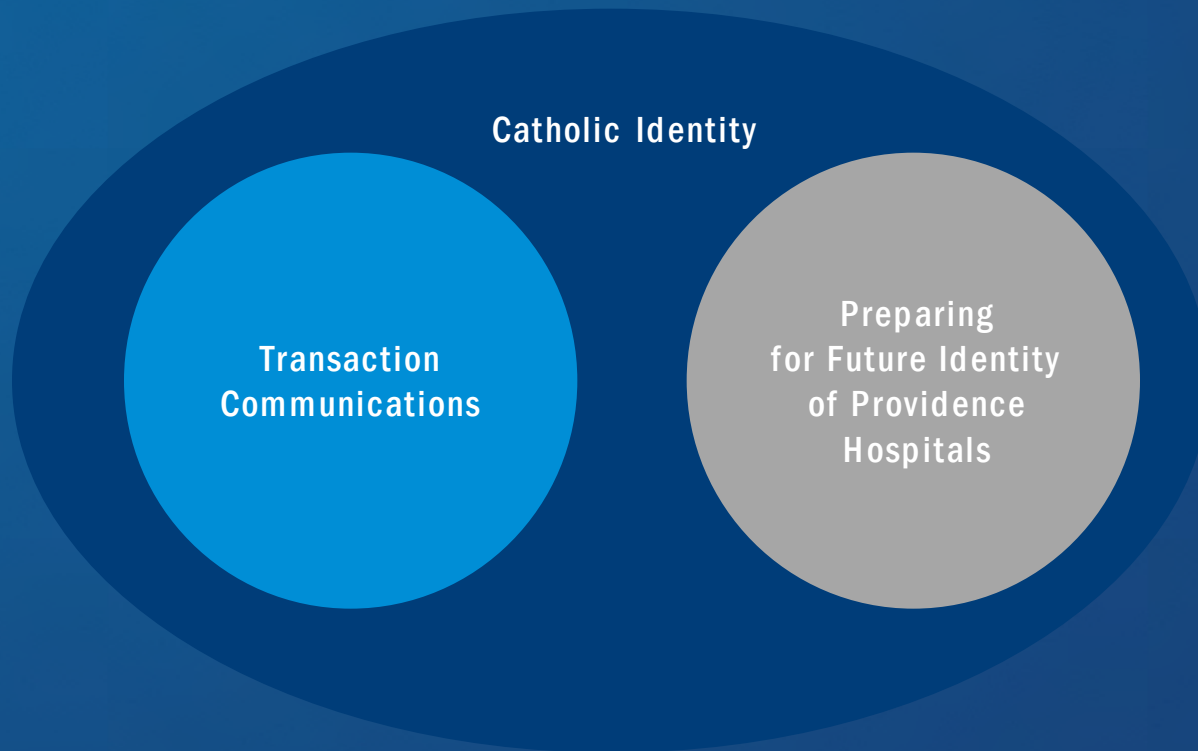
- Diane Huggins
- Michelle Augusty



**How we worked together  
as a communications team.**

---

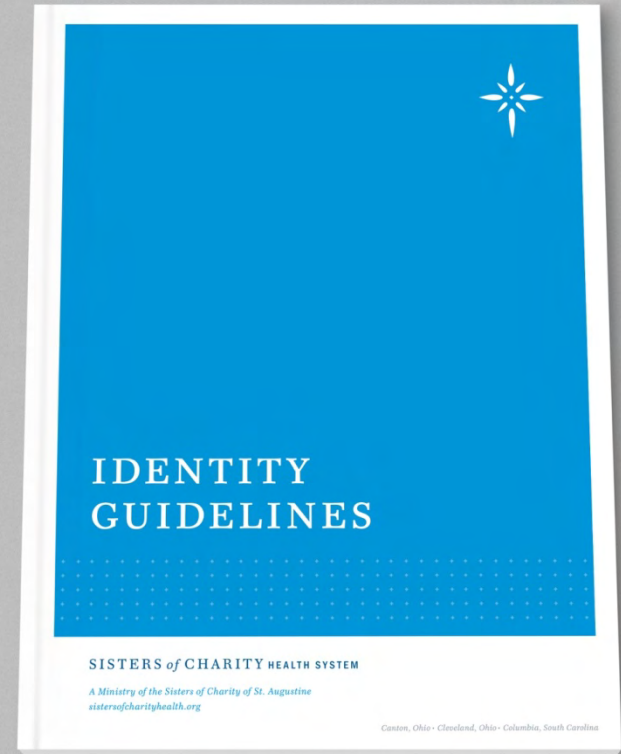
# Our Charge



# ACTION: Creation of Guidelines

---

Presented to LifePoint Health





# What Informed the Guidelines

---

- Case studies of identity changes
- Visual and written examples by other Catholic hospitals
- Recommendations of trade associations on best practices for communicating brand and identity
- Literature from the Catholic Health Association on Catholic identity



# Table of Contents for Guidelines

---

- Guideline 1** Why is communicating Catholic identity important?
- Guideline 2** What are the communications supports to Catholic identity elements?
- Guideline 3** When creating a communications plan, how does Catholic identity influence the communications planning process?
- Guideline 4** How is Catholic identity evident in tactics?







## Why: Importance of Conveying Catholic Identity

---

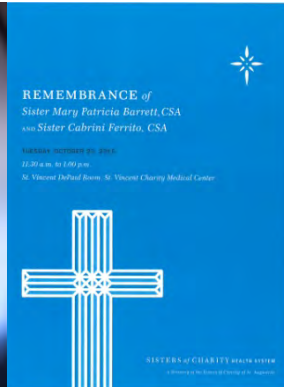
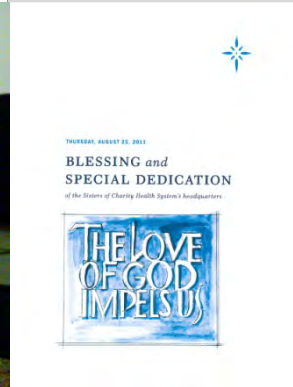
- Carrying forward Jesus' healing ministry.
- The services provided by Catholic ministry are vital to the overall health of the community.



# What: Communications Support to Catholic Identity Elements

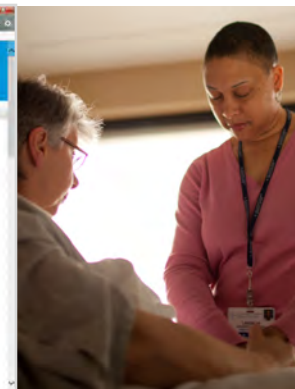
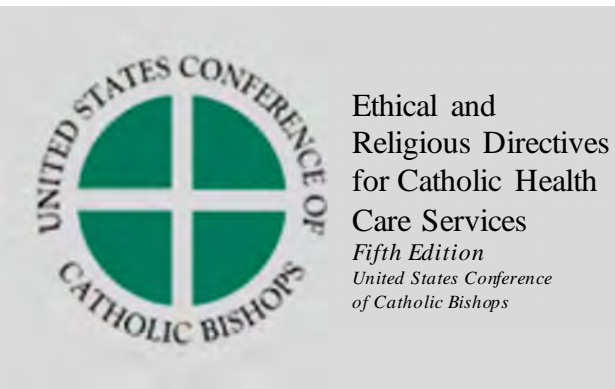
---

## Symbolism and Traditions





# What: Communications Support to Catholic Identity Elements





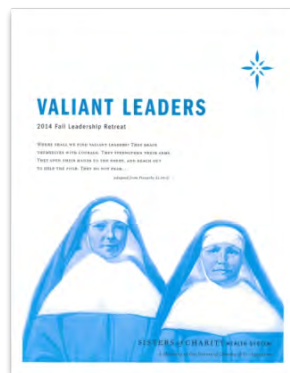
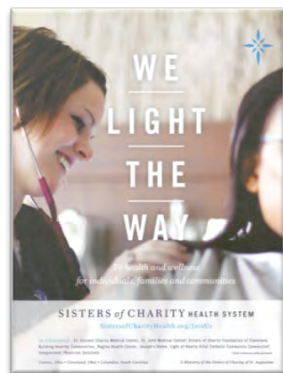
# What: Catholic Identity Influences Communications Planning...

---





# How: Implementation of high-touch collaterals





# How: Implementation of Media Relations

---

Catholic Audiences

HEALTH PROGRESS

NATIONAL  
CATHOLIC REPORTER



ROMAN CATHOLIC

Diocese of Charleston

 **Catholic Health World**

 **The Catholic Miscellany**  
GOOD NEWS FROM THE DIOCESE OF CHARLESTON



# How we communicated the guidelines.

---





# Questions we received.

---



Supporting actions.

---



“They also traveled to Nashville to educate our leaders about the communications associated with Catholic identity. These opportunities really framed the way that we, at LifePoint, think about Catholic identity, and they also helped us understand how that identity is perceived among employees, physicians, volunteers and within the community.”

– Bill Carpenter, Chairman and CEO, LifePoint Health



# The results.

---



Providence

H E A L T H







LOC. 2  
Side A

LOC. 2  
Side B



LOC. 2  
Side A

LOC. 2  
Side B







[Find A Doctor](#)[Our Locations](#)[For Patients & Visitors](#)[Our Services](#)[Classes & Events](#)[For Healthcare Professionals](#)[Community Health](#)

# Providence Hospitals is now Providence Health

Making Communities Healthier  
by Extending Christ's Healing Ministry



[YourProvidenceHealth.com](#) | [#Ibelieve](#)



## FIND A PHYSICIAN

You don't need A doctor. You need the right one.

[Find a Doctor](#)



## EMERGENCY

The unexpected happens. When you need emergency care, learn why you should choose Providence.

[Explore the ER](#)



## HEART CARE

When it comes to your heart, there is no such thing as second best.

[Explore Heart Services](#)

## Quick Links for You!

- ▶ [Providence Healthy Living](#)
- ▶ [Patient Portal](#)
- ▶ [Online Bill Pay](#)
- ▶ [Pre-Registration](#)
- ▶ [Donate](#)
- ▶ [Careers](#)

## Featured Services

- ▶ [Heart Care](#)
- ▶ [Orthopedics](#)
- ▶ [Primary Care](#)
- ▶ [Emergency](#)
- ▶ [Surgery](#)
- ▶ [Imaging](#)



nts | [For Healthcare Professionals](#) | [Community Health](#)

# ow Providence Health

es Healthier  
ealing Ministry

# vidence

m | #Ibelieve

## Quick Links for You!

- ▶ [Providence Healthy Living](#)
- ▶ [Patient Portal](#)
- ▶ [Online Bill Pay](#)
- ▶ [Pre-Registration](#)
- ▶ [Donate](#)
- ▶ [Careers](#)

## Featured Services

- ▶ [Heart Care](#)
- ▶ [Orthopedics](#)
- ▶ [Primary Care](#)
- ▶ [Emergency](#)
- ▶ [Surgery](#)
- ▶ [Imaging](#)



### PROVIDENCE HEALTH WELCOMES

Jonathan Doe, MD  
Internal Medicine

#### SPECIALIZES IN:

- General health
- Women's health
- Preventive medicine
- Arthritis
- Diabetes
- Hypertension
- Geriatrics

Welcoming new patients



Jonathan Doe, MD

**MEDICAL DEGREE**  
University of School  
University of School

**RESIDENCY**  
University of School  
University of School

**PRACTICE NAME**  
Street Address  
City, State, Zip

Monday - Friday 8 a.m. to 5 p.m.

To schedule an appointment,  
call 252.438.MPMC (6762)



[www.providencehospitals.com](http://www.providencehospitals.com)



teamtalks



I believe in Providence.

Cassandra Burch, RN  
Administrative Supervisor, Providence Health



Healing happens in many ways.

As a nurse for more than 30 years,  
Cassandra Burch believes every person who  
comes to Providence is a gift from God.

A belief in seeing the whole person.

At Providence Hospitals, the dedicated and  
talented physicians, nurses and staff members  
have extended the healing ministry of Jesus  
Christ to the Midlands for more than 78 years.

Now as Providence Health, our legacy, our belief  
in Catholic healthcare is as strong as our past.

# Letters: Providence continues its strong legacy of healing with new brand

COLUMBIA, SC — I believe in Providence.

The word “Providence” represents the divine care and guidance of God. It is also the namesake of Providence Hospitals, the Catholic health-care system in Columbia that has extended the healing ministry of Jesus Christ to people in the Midlands for more than 78 years.

When LifePoint Health acquired Providence in February, I personally attended a ceremony that installed the leadership of both Providence and LifePoint Health. I offered God’s blessing to these leaders and encouraged them to continue Christ’s healing ministry.

Providence Hospitals just announced that it has changed its name to Providence Health. In addition to changing its name, the health system unveiled a new purple-and-gold logo.

Change can frighten people. Some worry that with a brand change there will be a change in mission and focus. This, I assure you, is not the case with Providence.



Bishop Robert Guglielmo

The name has been changed to replace the word “hospitals” with “health” to encompass the system’s full complement of services, which will continue to be carried out as an extension of Christ’s healing mission. Purple and gold were specifically chosen for their liturgical representation as symbols of renewal and rebirth. Rising from the past with a renewed commitment to Catholic health care, this “new” brand is in fact a pledge to the spirit of Providence’s past.

Indeed, the legacy of Providence will remain strong for generations to come.

Thank God for Providence Health and its continued commitment to making communities healthier by extending Christ’s healing ministry.

*BISHOP ROBERT E. GUGLIELMO*

*ROMAN CATHOLIC DIOCESE OF CHARLESTON*

*CHARLESTON*





**What we, as communicators, learned.**

---



SISTERS *of* CHARITY  
HEALTH SYSTEM

*A Ministry of the Sisters of Charity of St. Augustine*