

warne's solutions

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Developing a unique market position

CLIENT: ARAMARK Canada Ltd. – Healthcare Support Services

PRODUCT/SERVICE: Managed support services for healthcare facilities

SITUATION:

Healthcare support service providers were generally regarded as commodity suppliers of basic services, with no one company offering anything much different than the other.

The challenge for ARAMARK was to distinguish itself, and the value-added services they provided, from a number of national and regional competitors.

OBJECTIVE:

To position ARAMARK as a peer and thought leader in healthcare solutions among senior management in healthcare facilities.

STRATEGY:

Increase awareness of ARAMARK's approach and range of healthcare support services, and create a consistent dialogue with senior management in 100+ bed facilities in Canada.

TACTICS:

A quarterly magazine-style newsletter, focusing on national and global healthcare topics of interest to healthcare leaders. Articles included trends in healthcare, interviews with government leaders and other stakeholders, reporting on ARAMARK-arranged panel discussions with up to 12 healthcare participants, profiling CEO's of leading healthcare facilities; and announcing and outlining ARAMARK activities and service offerings.

RESULTS:

ARAMARK surveys have shown more than **83% of recipients read** two or more articles per issue. Each issue received more than ten-percent response from CEO's who suggested topics for upcoming issues and requested updates to their contact information so they could continue to receive the magazine.

ARAMARK was successful in positioning itself as a peer and stakeholder in the healthcare environment and was increasingly regarded as a resource to assist these facilities in managing change.

