



## Altus Health

Altus Health | Shaping Integrated Communications Strategies in Healthcare

### CHALLENGE

Experiencing rapid growth across Texas and beyond, [Altus Healthcare System](#) partnered with Pierpont to shape communication programs for a wide cross-section of its healthcare verticals, including hospitals, emergency care facilities, senior care, dental services, hospice, and more.

### OBJECTIVES

Pierpont worked closely with Altus' network of physicians and in-house marketing team on a multi-year campaign to drive integrated strategies that moved consumers into action.

### SOLUTION

From working with the C-Suite and Facility Management on corporate positioning to senior leadership thought leadership programs, Pierpont was engaged in high-level messaging, strategy, facilitation and, implementation.

### RESULTS

On a tactical level Pierpont structured and supported the health system's content, strategy, and programs for social media, PR and media relations, clinic grand openings, and tactical planning to support corporate rollouts of new services and service lines.