



Baylor St. Luke's Medical Center

Baylor St. Luke's Medical Center | Protecting a World-Renown Brand Midst a Crisis

CHALLENGE

[Baylor St. Luke's Medical Center](#), located in the heart of the Texas Medical Center, is an internationally recognized leader in research and clinical excellence. While working with the hospital's overarching healthcare system, [CHI St. Luke's Health](#), on brand awareness and thought leadership, Baylor St. Luke's experienced a crisis and leaned on Pierpont to help manage communication to media.

OBJECTIVES

Protect brand reputation and effectively manage communication to media.

SOLUTION

Pierpont worked closely with Baylor St. Luke's crisis management and media relations teams, monitoring media coverage and providing recommendations on how to best respond to media inquiries, consistently informing the communications team and hospital executives on the best recourse.

Pierpont was able to use its extensive local knowledge and relationships with Houston-area media outlets to distribute a steady stream of responses and announcements that garnered positive and accurate media coverage.

RESULTS

Pierpont's strategic approach and support have been key to moving away from crisis mode to the recovery phase.