



CHI St. Luke's Health

CHI St. Luke's Health | Elevating Brand Awareness & Thought Leadership

CHALLENGE

[CHI St. Luke's](#) is one of the largest hospital systems in the United States, with numerous hospitals in Texas and health facilities that have been recognized among the best in the nation.

OBJECTIVE

CHI St. Luke's partnered with Pierpont to elevate the visibility of their Texas Division presence, mostly based in the greater Houston area and southeast Texas.

SOLUTION

Pierpont increased the systems brand awareness across Texas through trade, regional, and local media coverage of key service lines and experts, including cardiovascular care, neuroscience, oncology, transplantation, sports medicine, and more. Placements also spanned from technological advancements and facility openings to key leadership hires and promotions to hospital awards and patient testimonials.

RESULTS

Coverage was secured in an array of media outlets including the Houston Chronicle, Houston Public Media, Becker's Hospital Review, Modern Healthcare, affiliate news stations such as ABC, NBC, and FOX, and more. This extensive media coverage elevated CHI St. Luke's visibility across the industry as a top-rated research institution and generated awareness of the hospital's history, research, specialties, and experts.

Learn how Pierpont's strategic media relations planning and issues management experience protected [Baylor St. Luke's](#) reputation amid a crisis.