



Texas Medical Center

Texas Medical Center | Rebuilding Trust and Visibility After a Natural Disaster

CHALLENGE

After the arrival of Tropical Storm Allison, Houston suffered more destruction and damage than the city had ever seen. [The Texas Medical Center \(TMC\)](#) was one of the most seriously affected communities of Houston and suffered damage to its infrastructure and its campus. In response, TMC worked with a local architectural and engineering planning firm over the next year to develop a proactive plan to handle future flooding and ensure the medical center would never be paralyzed by such damage again.

TMC soon realized they needed to spread the news of this planning effort to reassure the Houston community it was taking steps to avert future damage and chose the one-year anniversary of Tropical Storm Allison to make the announcement. Pierpont was asked to conduct media relations around this announcement to generate awareness of the proactive steps taken by TMC and highlight the group's history of leadership in the Houston community.

OBJECTIVE

TMC aimed to generate awareness of its newly developed Hazard Mitigation Plan, reinforce its reputation as a leader in healthcare and emergency preparedness, and provide peace of mind to the Houston community. The goal was to communicate the Center's commitment to safety, continuity of care, and long-term infrastructure resilience.

APPROACH

Pierpont developed and executed a [strategic communications](#) plan timed to the one-year anniversary of the storm. The campaign included message development, media training, and a high-profile press conference. Pierpont worked closely with TMC leadership to [prepare for potentially negative media coverage](#) and crafted messaging that emphasized the Center's proactive planning and collaboration with local emergency response agencies. The team secured participation from all major Houston media outlets and coordinated interviews with key TMC spokespersons to ensure consistent, credible messaging.

RESULTS

The campaign successfully shifted the narrative from crisis to recovery and resilience. Media coverage was widespread and positive, highlighting TMC's leadership and commitment to public

safety. The press conference and follow-up media engagement helped restore public trust and positioned TMC as a model for disaster preparedness in healthcare. All the coverage of TMC was positive, educational and reassuring, presenting TMC as knowledgeable and in-touch with the community's needs. The initiative also strengthened relationships with key stakeholders, including elected officials, emergency responders, and the broader Houston community.
