

## Case study

### Healthcare Organization goes Above and Beyond to include Small Business Community

**The situation:** A major healthcare organization serving a diverse metropolitan area wanted to include local and small businesses in construction of its new medical center. To highlight its commitment to the outreach program for small and local businesses, the general contractor commissioned a newsletter featuring the small businesses working on the hospital replacement.

**The solution:** In partnership with the outreach company, Dyer Stephenson interviewed principals of small construction firms that were certified to work on the project. The interviews resulted in articles showing the companies' involvement in the medical center replacement as well as how they serve the community by hiring locally.

**The result:** Dyer Stephenson's feature articles captured the passion and aspiration of the small business owners who want to be part of major construction projects like the medical center replacement. The newsletter demonstrated the commitment of the general contractor and the healthcare organization to hire from the community it serves.

**About Dyer Stephenson:**

Dyer Stephenson is a marketing consulting firm specializing in strategic planning for growing companies. Dyer Stephenson helps clients achieve their business goals as they target new customers, new markets or re-evaluate a current strategy.