



Case Study:

Oregon Health & Science University

OHSU
3181 S.W. Sam Jackson Park Rd.
Portland, Oregon



Oregon Health & Science University (OHSU) Case Study

Services provided: Online marketing strategy and tactics, website design and development, online application development, email marketing

Organizational profile

Oregon Health & Science University is the state's only health and research university. With more than 11,500 employees and an annual budget of \$1.18 billion, OHSU is Oregon's fourth largest business employer and Portland's largest. OHSU creates about 40,000 jobs in Oregon communities and about \$2.7 billion in regional economic activity each year.

Business situation

When the expansion to South Waterfront Park was well underway, OHSU needed to clearly communicate exactly how the 31-acre area on the west bank of the Willamette River south of the Marquam Bridge was going to help the community. They contacted OakTree Digital to create a strategy that resulted in a portal called OHSU Transformation that explains the South Waterfront expansion and become the connector to six different sites, including the new Patient Care Facility, the new Center for Health and Healing, information about the new tramway and more. This site can be found at www.OHSU.edu/transformation.

Solution

Working closely with many different stakeholders within OHSU and their agencies, OakTree Digital created the brand and messaging for OHSU Transformation, which led to the design and development of two more sites, The New Center for Health and Wellness and the Patient Care Facility.

The marketing plan then called for sales materials, including an 8-page brochure, a trade show implementation plan, comprehensive and consistent product demonstrations utilizing our brand messaging, promotions, giveaways, online outreach programs, search engine marketing, online advertising and more.

Two of the three sites collect email addresses for email marketing programs. The Patient Care Facility interfaces with the Careers section of the OHSU site for quick access for recruiters and new potential hires. The Center for Health and Wellness site is still under development; it will encompass a flash demonstration of the South Waterfront branding experience when it's completed.

Benefits

Today, OHSU has one URL they can market and drive traffic to for a comprehensive overview of the huge development at South Waterfront Park. From there, users can access any number of additional sites and links for all the information they want and need online.

In addition, the press and government legislators have specific information they can access 24x7 for the most current updates available.

As one of only two approved full-service agencies for all of OHSU, OakTree Digital has a long-standing history and understanding of its mission, goals and objectives and structural organization. We are connected with many different stakeholders and continue to grow that relationship.