

**PROJECT PROFILE:**   
Committed to making a difference!

## PROJECT AREA OF FOCUS: Strategic Planning / Re-Branding

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### Background

VNA of South Central Connecticut (vnascc.org) is a well-established and highly respected home healthcare agency serving Greater New Haven and many surrounding towns. Their marketplace is highly competitive and represents a broad spectrum of urban to rural communities. Lisa Dupuis, OTR/L, MBA, the agency's newly appointed President and CEO/Administrator, approached a.m.eavesConsulting to facilitate a strategic planning retreat for its leadership team, in order to establish a direction and plan for growth that would leverage the 110 year old agency's reputation and value that it brings to its patients, clinical partners and the community.

### Work Performed

The off-site retreat was very productive, with dynamic participation and teamwork by all involved, which resulted in a plan framework that included **Strategic Pillars with supporting Goals and Objectives**. In addition to achieving the goals that were established at the outset of the session, through analysis and discussion of industry, marketplace and organizational trends and factors, the team crafted a powerful new **Vision Statement**. Shown on the following page, the Vision Statement, is aspirational, consistent with the agency's mission and provides an effective "north star" to guide their strategic plan and any future decisions.

This, in turn, led to the drafting of a new, differentiating slogan. The decision to **re-brand the organization** followed, as a means to support the Vision and strategic positioning the agency sought to establish.

Through close collaboration with Christine Fitzsimons, Director of Business Development, new logo designs were paired with the slogan and a **fresh, strong logo** (see above) was finalized. **A new suite of marketing materials** (see following page) was created for the agency, forming a professional package that Christine's Care Transitions team can use to demonstrate the value that VNA South Central brings to the relationships that they are renewing in their marketplace and tell their story more effectively.

### Results

VNA South Central is now in a position to follow **a strategic plan and employ a business development approach that will enable it to achieve its growth goals, fulfill its vision and navigate the rapid change in healthcare**, remaining a sought-after resource in the South Central Connecticut marketplace.

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### Client Feedback

*"I appreciated the way Andrew led the discussion during our retreat. His facilitation brought industry expertise, but allowed us to extract ideas and strategies that were right for us. The experience was productive and has given us a plan that we can really use, not just put in a binder,"* Lisa Dupuis, OTR/L, MBA, President and CEO/Administrator

*"The process of developing our new brand was very user-friendly and I'm excited about how our marketing and business development efforts can benefit from our new tools,"* Christine Fitzsimons, Director of Business Development



**Vision**  
VNA/SCC will be recognized as a leader in the region's healthcare industry and as an essential resource for exceptional healthcare at home.