

# Anne Arundel Medical Center Case Study

Healthcare | 5,000+ staff | 380 beds | Maryland, US

Anne Arundel Medical Center is a regional health system headquartered in Annapolis, Maryland US, and serves an area of more than one million people. Founded in 1902, AAMC includes a 380-bed, nonprofit hospital, a medical group, imaging services, a substance use treatment center, and health enterprises.

The graphic design team and the center's 5,000 support staff were used to working with a cloud-based platform to store their marketing assets. They now have the ability to edit and share these assets in a much simpler and faster way and therefore reduce the number of requests coming into their designers.

Anne Arundel's marketing team now spends more time on other projects and creating a myriad of new designs for health and wellbeing materials to boost the center's public perception.



## Customer Benefits

### Efficient Marketing Operations

The Anne Arundel organization is made up of many diverse groups who all use the brand assets for various purposes. The ability to create new templates and share them with appropriate team members reduces the amount of new design requests, **saving time** for both requestors and designers alike.

### Boosting Brand Trust

By using the We Brand platform, Anne Arundel's design and marketing teams have been able to provide **consistent, easy-to-read documentation** for all their centers providing patients and visitors with a feeling of confidence in the professionalism of the organization.

### Growing and Managing the DAM

With almost **unlimited storage space** and ever improving features, Anne Arundel's marketing team have the capacity to expand their library of assets. Their users are in awe of the **digital asset manager's cutting-edge technology** and its integration to We Brand's Corporate Marketing Hub.

*"What attracted us to the We Brand platform was its ease-of-use, the large file storage and the ability to lock down aspects of the designs. Also, the ability to import or upload existing PDFs and turn them into templates is very appealing."*

**Nicole Neboshynsky**

Creative Services Supervisor



## Challenges

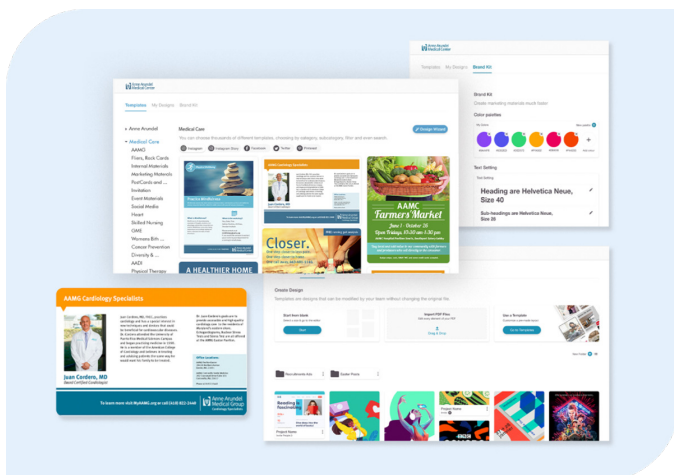
The Anne Arundel Medical Center was facing a few challenges with addressing the needs of each center:

The marketing and graphic design department were inundated with requests for designs and adjustments to suit each center's specific needs. They didn't have the time or resources to develop all new materials requested by their centers and work on other projects.

They needed to provide an **easy-to-use platform** for non-designers to create their own materials based on the brand guidelines without the need of specialized complicated software.

They needed to ensure that the materials created by the design and marketing department were readily available from an **easy-to-use digital asset manager**.

## Solutions Delivered



- ✓ We Brand's **Corporate Marketing Hub** templates and online editor are always ready to use by the entire organization.
- ✓ With the **Brand Guidelines Enforcer**, users edit only what administrators allow them to whilst maintaining brand consistency.
- ✓ We Brand is **user-friendly** and logical to understand even without prior design knowledge. All support staff members were trained by the Anne Arundel marketing team. The engagement rate is incredibly high across all centers.

### Nicole Neboshynsky

Creative Services Supervisor

*"We Brand gives the organization a platform to create and fulfill their needs for materials that was easy-to-use and quick for us to set up and update. This helped to increase the amount of materials created out of our department that were on-brand and cohesive. It's great to give access to the entire organization, but keep brand and visual consistency."*