

The Organisation

Orange Aboriginal Medical Service (OAMS) is a highly regarded primary care, GP and midwife service, servicing the whole community of Orange and surrounds

The Idea

OAMS is set for expansion, moving to a new building and expanding services. OAMS has a unique message which is relevant to all stakeholders including clients, staff and funding bodies.

The aim was to develop a marketing plan to position OAMS as the premier service provider of its kind, to deliver over and above for clients, attract and retain key skilled health staff and be seen as the benchmark for this type of service delivery by funding bodies and government.

The Process

A team oriented organisation, RIM worked collaboratively with OAMS over a series of workshops to develop the plan. These workshops included:

- ♦ Brainstorming for targets, key messages & ideas
- ♦ Strategy exercises and discussions
- ♦ Presentation to the team and the board of directors

Hurdles

- ♦ The group was quite shy at first and unsure about the process—RIM worked hard to put everyone at ease and to know that each and every one's input was important - no matter what it was. By the last session the contribution around the table was deafening!
- ♦ OAMS has a unique client market - marginalised community members who do not have access to nor trust traditional and new media
- ♦ Government and funding bodies require unique messages & delivery

Results

- ♦ A practical plan was developed with ownership by the key staff in the organisation.
- ♦ OAMS was able to distil its' key selling messages so marketing activity with a small budget was maximised.
- ♦ A clear implementation timeline that was easy to understand to keep the plan on track
- ♦ Several copies of the 'Marketing plan on a page' have been laminated and placed at workstations of relevant team members to assist with keeping marketing at front of mind.

Case Study

Strategic planning

Orange Aboriginal Medical Service

