

CASE STUDY

PROVIDENCE POINT



A to Z and Providence Point, a premier Pittsburgh senior living community within the Baptist Senior Family, collaborate on creating a marketing identity that reflects the values of the Providence Point brand.

Working closely with the in-house marketing VP, A to Z acts as an **extension of the Providence Point marketing team**. A to Z develops campaign themes, compelling creative in the form of digital ads, print ads, brochures, postcards, and other marketing materials to tell the story of Providence Point.

With a close eye on demographics, A to Z directs a digital media campaign that **targets the ideal audience** based on income levels, age, location, education level, and more.

A to Z's digital team employs a series of tactics, including paid search, programmatic display, and strategically designed landing pages to capture an **abundance of quality leads**.



the Right Move

Providence Point – a stress-free haven where you can meet new friends, discover hobbies, and enjoy fine dining and resort-style amenities. Experience the new home that gives you more from life – and gives your family peace of mind.

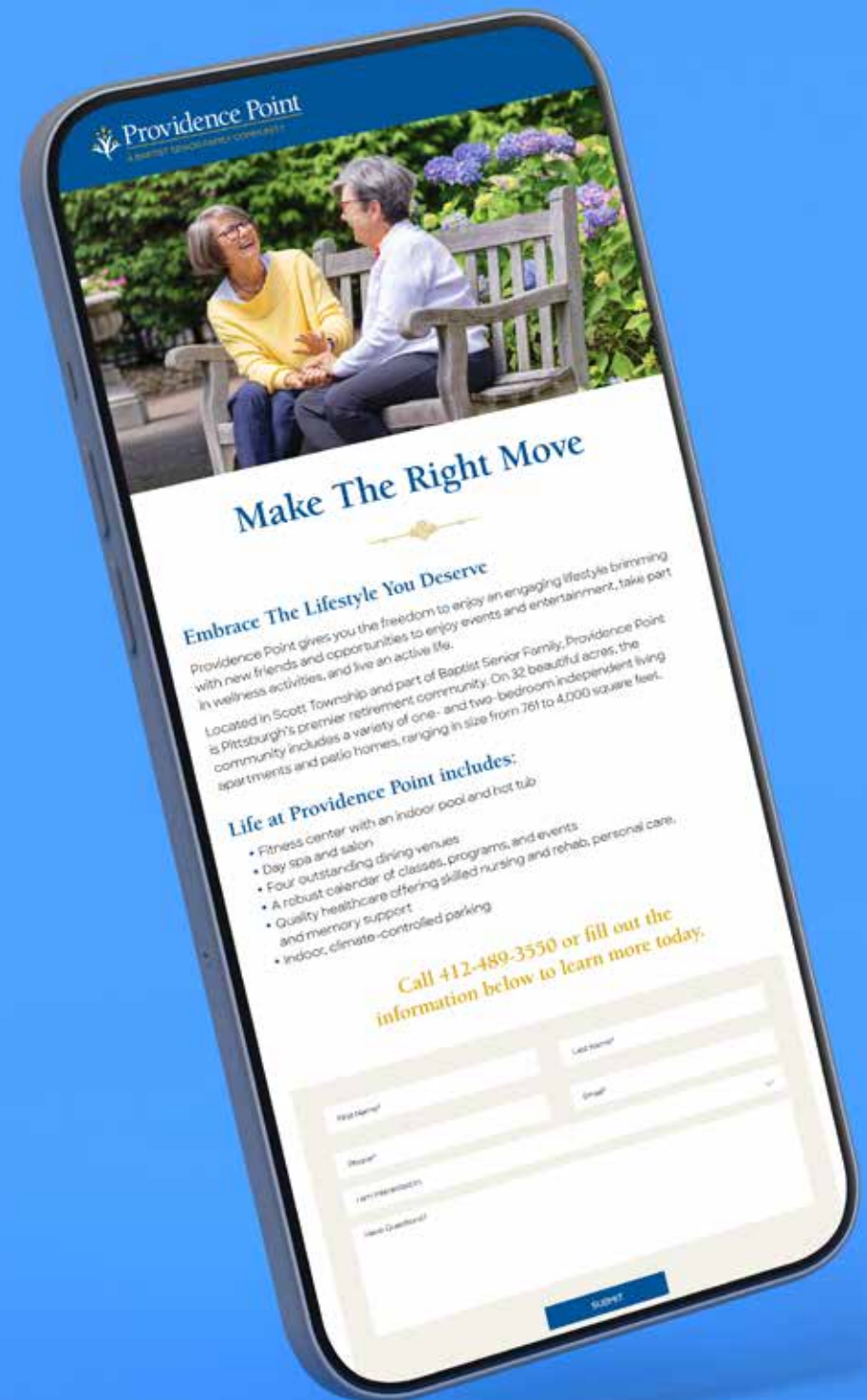
Providence Point
A BAPTIST SENIOR FAMILY COMMUNITY
500 Providence Point Boulevard,
Pittsburgh, PA 15243
www.ProvidencePoint.org

“I am amazed at how intuitively
A to Z creates marketing materials
and press releases that match
our brand identity and create

MARKETING PLANS THAT ARE FRESH AND FORWARD THINKING.”

Amy Dukes

Vice President of Marketing and
Public Relations, Baptist Senior Family

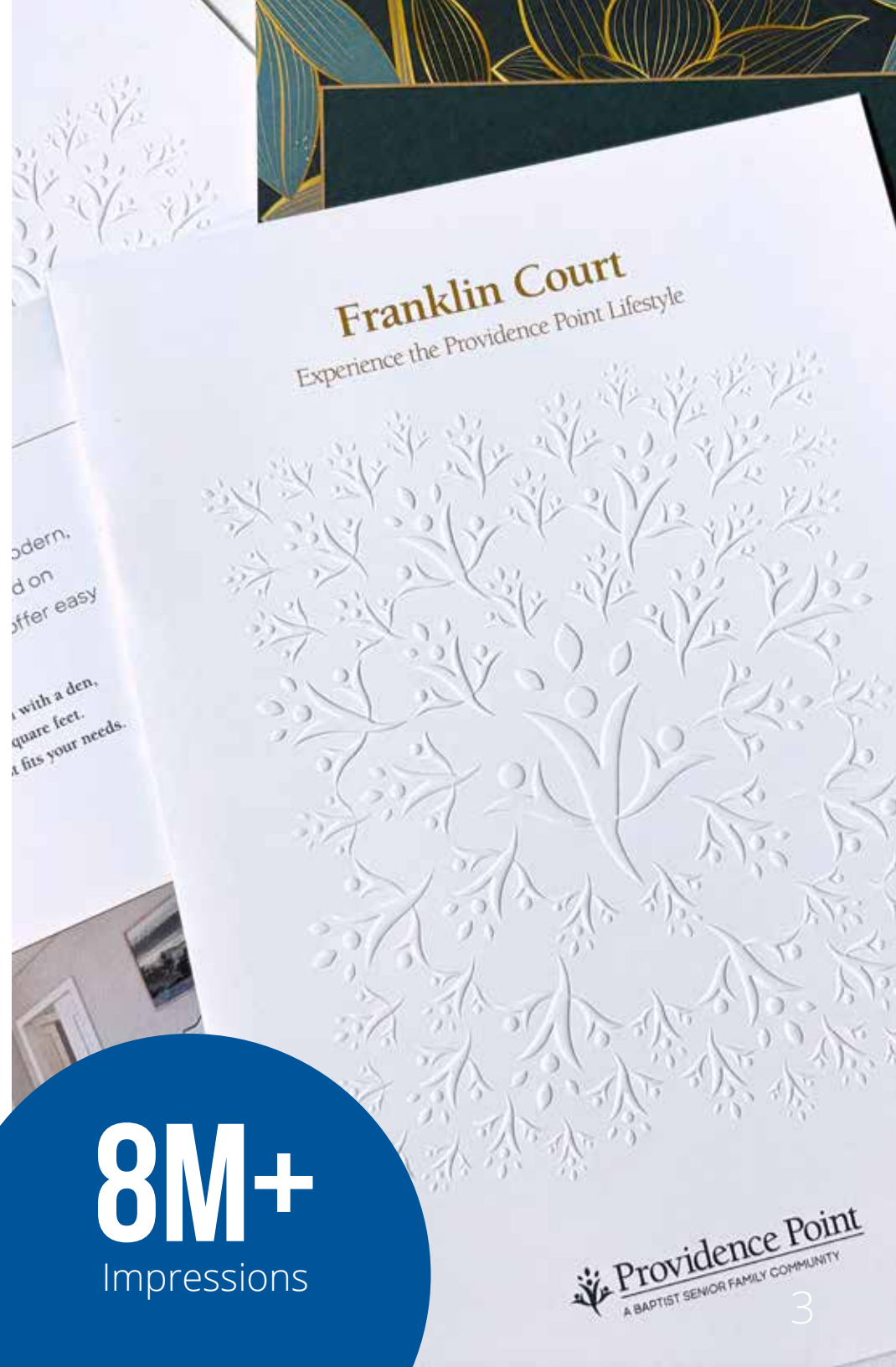


FRANKLIN COURT

When Providence Point opened a new neighborhood of single apartments, many smaller than the campus's other housing, A to Z developed a marketing campaign to **spread awareness and drive tours**.

After art directing a photo and video shoot to capture the benefits of life at Providence Point, A to Z launched the Franklin Court campaign with a strategic mix of outdoor boards, CTV spots, display ads, and geofencing to bring a direct message to the right audience: Franklin Court should be your new home.

Throughout the campaign, A to Z captured **over 8 million impressions**, drawing calls and visits to Providence Point. A to Z assisted in sales team evaluations and recommendations and worked collaboratively with the internal team to **fill Franklin Court occupancy to 100%**. There is now a **waiting list** to join the Franklin Court neighborhood.



8M+
Impressions

MEMORY SUPPORT

Providence Point offers specialized care for residents with Alzheimer's and other forms of dementia, A to Z developed several campaigns promoting their award-winning memory care services, including promotion of a new Memory Support neighborhood a new Memory Support neighborhood opening at Providence Point later in the year.

With communications focused on spouses and children of those living with dementia, A to Z developed **sensitive messaging** to help connect potential residents and their families to the incredible services offered at Providence Point.

Through a targeted mix of both programmatic display and paid search, the Memory Support campaign, from January to June 2025, earned **1,324,013 impressions**.

The campaign from January to June was largely focused on raising general awareness as construction was finalized on the new neighborhood. In summer 2025, when the Memory Support units opened, A to Z quickly switched gears to promote the Now Open messaging and an exclusive deal for early residents.



1,324,013
Impressions
in 6 Months

INDEPENDENT LIVING

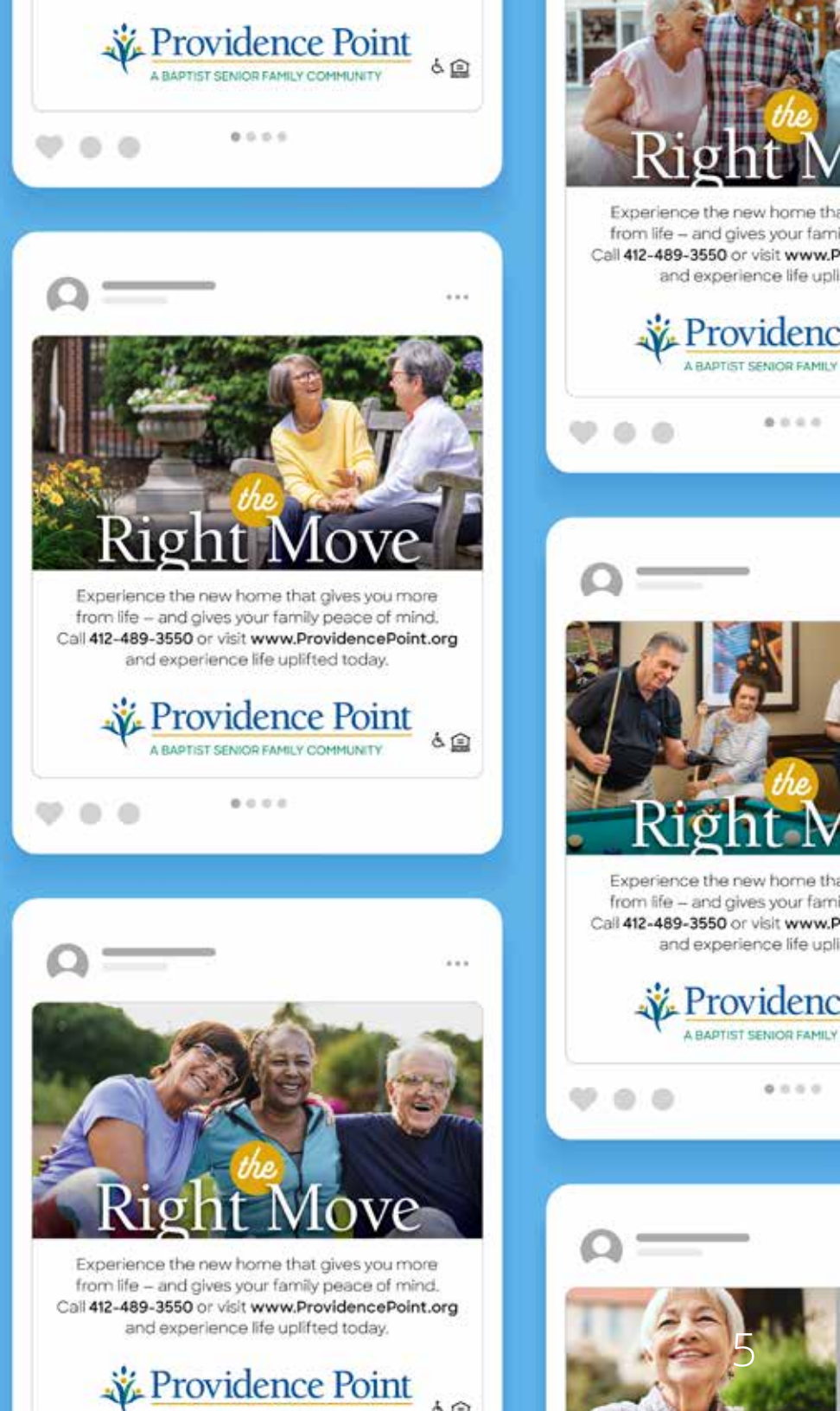
A to Z created a campaign to promote the independent lifestyle of Providence Point called **The Right Move**. The Right Move campaign featured reasons why selling a house and moving to Providence Point is “the right move” for a life unburdened with home maintenance and opened to a new community full of friends, wellness options, and hobbies.

From January to June 2025, the Right Move campaign generated over 3,660,000 impressions through a mix of paid search and programmatic display.

In the standout month of May 2025, The Right Move campaign contributed to **590 key events**, including clicks to the website’s “Contact Us” form, “Learn More” form submissions, and inquiring phone calls, demonstrating a sense of engagement and interest sparked by the display ads and paid search tactics and further piqued by the A to Z-designed landing page.

590
Key Events

3,660,000+
Impressions
in 6 Months



DRIVING ENGAGEMENT

For both the independent living memory support campaigns in the first half of 2025, the mix of tactics drove increased website interactions and queries.

From January to June, the two campaigns drove 2,235 key events, including clicks to the “Contact Us” button on the main website and campaign-specific landing pages, “Learn More” form submissions, clicks to take the website’s virtual tour, and inquiring phone calls.

A to Z designed **landing pages** for both The Right Move campaign and Memory Support to present campaign-specific information **clearly and effectively**.

2,235
Key Events

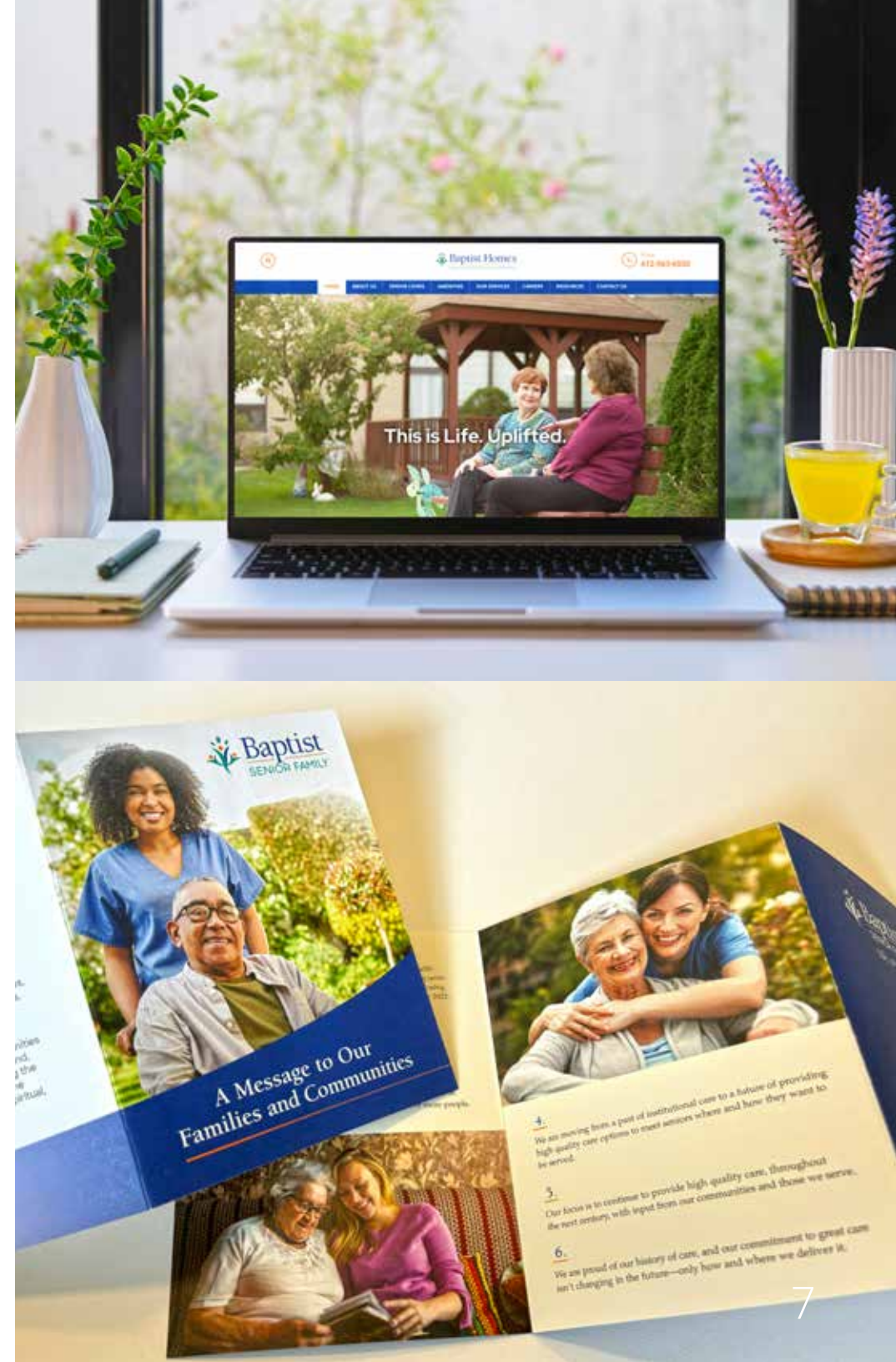


CRISIS COMMUNICATIONS

A to Z employed expert crisis communications when 90 residents were impacted by units in one of Baptist Senior Family's campuses closing due to insufficient reimbursements, increased staffing needs, rising wages, challenges hiring, and aging infrastructure.

To uphold the organization's long-standing positive community reputation, A to Z launched an effective crisis communications plan, implementing these tactics and more:

- Proactive, factual Board communication several quarters ahead of closure
- Provided media training for marketing VP and granted interviews with all interested media (TV, newspaper, radio)
- Monitored social media diligently
- Created a Resident Transition team
- Notified every resident personally ahead of public announcement
- Set up 1-on-1 meetings with every resident and their families
- Supported the staff as they worked to find residents new homes and appropriate care
- Town hall meetings with the CEO and HR
- Met 1-on-1 with every staff member to create a custom transition plan for their employment



CRISIS COMMUNICATIONS

With a **swift and comprehensive approach**, A to Z and Baptist Senior Family produced several **positive outcomes**, including:

- Every resident moved to a new home and care within 6 weeks (far in advance of the anticipated 14 weeks).
- A member of the transition team visited every resident in their new home.
- Nearly 90% of staff transitioned to their second campus.
- The press coverage was fair — the community was painted positively, while insufficient reimbursements were villainized.
- A to Z developed an updated marketing and PR plan to account for reduced services and refreshed messaging.

What are your rights?

- Receive written notice of the closure at least 60 days in advance that includes the facility's Department of Health Closure Plan and a list of relocation options.
- Your needs, preferences, and choices honored.
- One-on-one meeting with a Relocation Team member.

Who can you call for help during a nursing and personal care home closure?

- Pennsylvania Department of Human Services Long Term Care Helpline: 1-800-753-8827
- Allegheny County Area Agency on Aging SeniorLine: 412-350-5460
- Commonwealth of Pennsylvania Department of Health, Division of Nursing Care Facilities: 412-565-2836

You Relocation Team Specialist is:

She can be reached at:

Phone: _____

Email: _____






Baptist Homes
A BAPTIST SENIOR FAMILY COMMUNITY

Baptist Homes Resident Relocation

Who will help you with the transition?

You will be assigned a Relocation Team Member who will:

- reach out to you and ask who you would like to have involved in your planning.
- meet with you and whomever you choose to be involved to discuss your goals and preferences.
- provide you with information on your options.
- contact your preferred facilities to determine availability and timing of move, and
- work with you to assure you have all of your belongings packed and ready for the move.

We will supply storage containers and labels to assist with transferring your personal belongings to your new home. We will arrange the following:

- Transfer of medication
- Transfer of complete medical record and comprehensive care plan
- Transfer of personal funds
- Transfer of legal papers, such as Power of Attorney and Advance Directives
- Transfer of personal belongings and inventory list

A member of our relocation Team will visit you to say "hello" and make sure you are adjusting to your new home.



How can I begin to research options?

Helpful websites for researching providers:

www.medicare.gov
Medicare's Nursing Home Compare offers a directory of Nursing Homes that you can search by location and find information on the rating of each facility.

https://saic.health.pa.gov/commonpoc/nhlocator.asp
The PA Department of Health offers a directory of ALL licensed Skilled Nursing Facilities in the state.

www.humanservices.state.pa.us/human_service_provider_directory
The PA Department of Human Services offers a directory of ALL licensed Personal Care Homes in the state.

HUMAN RESOURCES

A to Z developed a Human Resources campaign, designed to increase applications on the Providence Point team, especially in nursing and housekeeping. A to Z deployed display ads, geofencing, and paid search to target messaging to a specific audience about the benefits of working within the Providence Point community.

In total, **highly-targeted three-month campaign** earned a goal-surpassing **1,481,254 impressions**.



THE PUSH FOR AWARENESS,

combined with an on-site job fair, filled the majority of open job positions.

1,683

Impressions Via
Paid Search

979,585

Impressions
Through
Geofencing

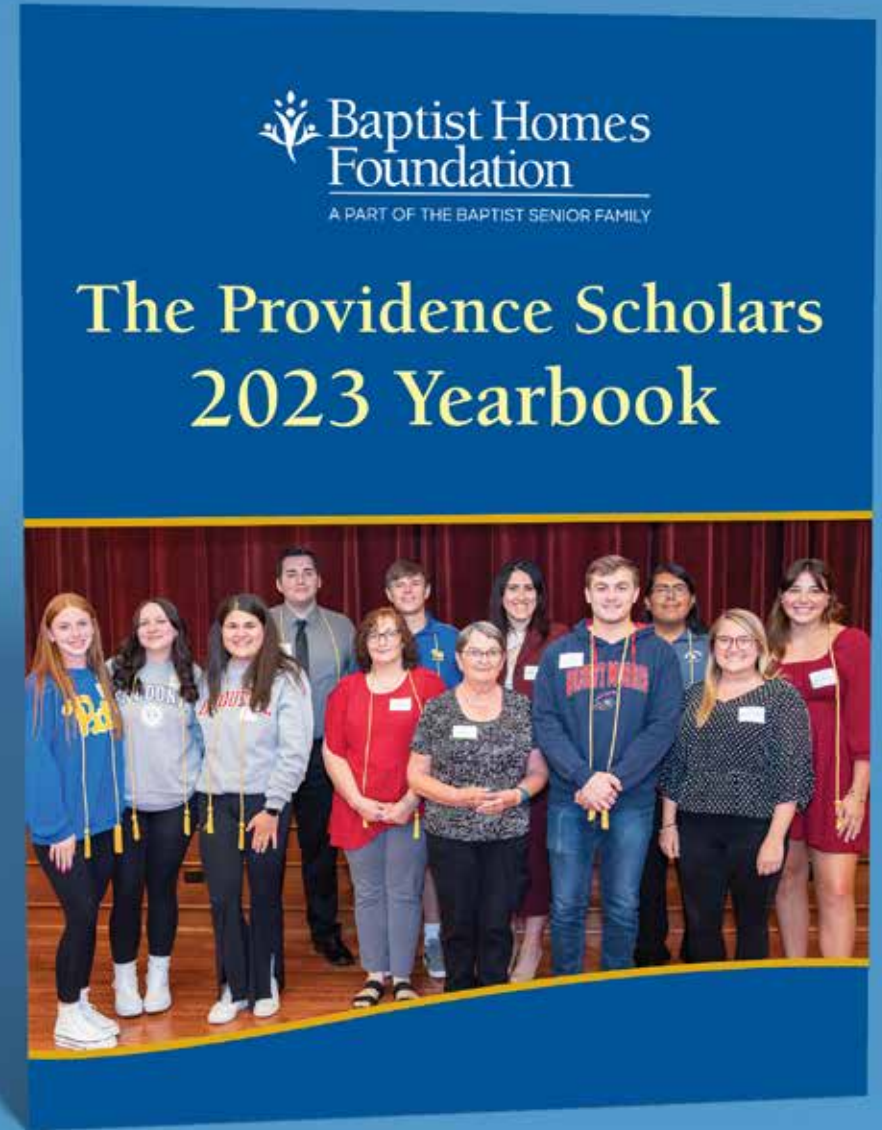
499,986

Impressions Through
Display

PHILANTHROPY

A to Z also supports Providence Point's Philanthropy efforts by developing stewardship materials, including the *Providence Scholars Yearbook*, which highlights the Providence Point employees who benefit from internal and external philanthropic efforts.

A to Z's partnership with the VP of Philanthropy provides opportunities for A to Z to create **storytelling around the culture of philanthropy** at Providence Point, including its long-term impact on employees via the Providence Scholars program.



contact us to discuss

OUTSTANDING STRATEGIES WITH CREATIVE THAT WORKS



Erin Stinner

erin@atozcommunications.com

703-447-8669

atozcommunications.com