

# Baptist Health Case Study

How IntelligenceBank helps Baptist Health streamline creative production and keep their team on brand.



# Overview

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**Founded in 1924, Baptist Health has been bringing advanced medical technology, modern facilities, and many of the region's most prominent physicians and medical professionals to communities for nearly a century.**

Headquartered in Louisville, Kentucky, the Baptist Health family of hospitals, care centers, physician offices and health facilities has experienced tremendous growth in recent years. Counting all nine hospitals, they have more than 2700 licensed beds and 3000 physicians.

Serving a large number of people in different locations gave rise to the need for Baptist Health to turn to IntelligenceBank DAM to create an online BrandHub that can:



Showcase brand guidelines to employees and designers.



Manage the creative briefing process, media placements, and collateral requests in one place.



Share best practices to inspire better creative output.



Control quality of images published on the website.



Seamlessly collaborate and approve creative across multiple locations.



Centralize creative assets, manage metadata and version control of files.

# The Implementation Journey



## Data Migration and File Tagging

Baptist Health's first stage in the implementation process was to define their folder and metadata filter structure. While the marketing team now bulk upload files with drag and drop into the IntelligenceBank platform, to get started, the IntelligenceBank team migrated all of the initial files, and automatically extracted metadata and applied filters for faster searching. With IntelligenceBank's data migration service, Baptist Health could launch their BrandHub relatively quickly.

## Custom Brand Guidelines Pages

One of the most important elements of the Baptist Health BrandHub was to ensure all users, including internal staff from multiple locations as well as external agency partners, could instantly access the Baptist Health brand guidelines. Instead of simply storing the PDF version in the resource library, Baptist Health created a series of dynamic brand guidelines pages within their DAM, so that end users can easily access the guidelines and instantly download key elements such as logos directly from the interactive pages.

## Marketing Projects Management

For Baptist Health, their platform was not only about storing creative and brand assets electronically, but also, using IntelligenceBank DAM to manage a variety of creative processes. Using custom forms, workflow and databases, Baptist Health created an online workflow process for users to request creation of creative materials, order media placements and collateral. Doing so has given Baptist Health a streamlined way to manage incoming requests and to prioritize projects and assign agencies. This has moved the marketing team out of emails and spreadsheets and into a central, auditable system.

# DAM Integration with Influence Health – Convert

The final stage of the BrandHub project, was to truly integrate IntelligenceBank with Convert – Influence Health, the content management system used by Baptist Health. Facilitated by the IntelligenceBank API, with a full integration in place, Baptist Health is able to leverage the power of IntelligenceBank DAM features, such as: search, crop, version control, usage rights management and image compression management from within the Influence Health Convert CMS interface. This allows Baptist Health's Digital team to:



Have permission based access to assets on the DAM directly from Convert.



Ensure only authorized assets are used on web pages and expired assets aren't used.



The web team have instant access to powerful image conversion capabilities on the fly to take an original file and optimize it for the website.

“Our IntelligenceBank DAM provides a centralized and streamlined repository for our digital assets, brand guidelines and project requests. The ability to use one platform for all of these related tasks has helped save a tremendous amount of time and resources. In addition, it has simplified the creative workflow, while providing an easy-to-use system for all of our users.”

*Andrew McLeroy - Baptist Health Creative Manager*

# The Outcome

“The integration of IntelligenceBank DAM with Convert (our CMS) has ensured that the one source of truth (our DAM) can be seamlessly accessed from the Convert environment. This ensures we do not have low quality images or unlicensed assets on our site. Also, the ability to web optimize high resolution assets on the fly has saved time, money and storage. IntelligenceBank is powerful in its simplicity.”

*Katie Jimenez - Baptist Health Digital Strategy Manager*

## Baptist Health's Key Take Aways



A DAM is much more than a place to store creative content – when optimized, it can truly mirror your processes, which will save you time and money.



Ease of use is critical to ensure your team actually use the new system.



Pick a vendor who listens, works hard and always bring you new ideas for improving your processes.

## The Stats



**1000+** Projects



**20 hours** per week saved



**183,232** page views

# Get to know IntelligenceBank

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IntelligenceBank is the world's leading Digital Asset Management, BrandHub and Marketing Operations Software company. We help content marketers work better and more seamlessly, manage digital assets, creative content approvals and compliance, and creative project management. IntelligenceBank's beautifully designed platform is used by over 400 leading brands with 350,000+ users across the globe.

If you would like to know more about how we can virtualize your marketing operations, our friendly experts are just an email or phone call away.

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