

# Bringing Healthcare Work Culture To Life

**Client:** Benefis Health System

**Industry:** Healthcare

**Opportunity:**

Benefis Health System, a Great Falls, Montana-based healthcare provider, turned to Kinetic in 2022 to explore how to boost employee recruitment and retention in the wake of COVID-19. At the time, many healthcare providers struggled to staff support functions critical to keeping the doors open due to employee burnout, especially in rural areas and less populated states.

Benefis was founded in 1996 when two hospitals combined to form a not-for-profit health system. Today, their system includes 220 inpatient hospital beds in Great Falls; numerous outpatient clinics; almost 350 employed providers; more than 200 long-term care and assisted living units; and two of Montana’s essential rural critical access hospitals.

**Actions:**

After researching Benefis and the industry, Kinetic conducted a thorough discovery with their team. Based on our findings, we developed healthcare employee personas to define the audience and develop messaging that displayed empathy and dispelled preconceptions about the vital importance of support staff in healthcare settings.

Kinetic then set to work on developing a recruitment campaign that included print collateral, print ads and TV commercials that put the spotlight on recruiting overlooked but vital employees.

The campaign brought the Benefis work culture to life through compelling storytelling that highlighted food services, housekeeping and pharmacy employees. Additional areas of focus included the beautiful Benefis campus and state-of-the-art facilities in Great Falls, Montana, as well as their benefits and compensation package.

The campaign took a heartfelt approach, focusing on the often-overlooked employees whose work has a profound impact on patient care. Ads featured powerful, transformative messages that underscored how the work of food services, housekeeping, CNAs, pharmacy techs, etc. goes beyond tasks – it touches lives in deeply meaningful ways.

The campaign emphasized that these roles are not just jobs but vital contributions to the healing environment, reminding employees and potential recruits of the larger purpose behind their work. It communicated that every role at Benefis Health System plays a part in making a difference in the lives of patients and their families, creating a sense of pride and belonging among staff.

Recruitment Commercial



Watch the Video 

Recruitment Creative



**Results:**

The campaign was well-received by both the Benefis community and the broader healthcare industry. Its deeply resonant messaging and excellent creative assets helped elevate the perception of support roles, fostering a renewed sense of purpose among existing employees while attracting new recruits. The success of the campaign was evident in the overwhelmingly positive feedback from hospital leadership and the staff themselves. The campaign not only showcased Benefis' commitment to valuing every employee but also solidified its reputation as a healthcare provider that understands the importance of compassionate, meaningful work at every level.

Photography



Social Graphics

**BUILD A LIFE-CHANGING CAREER AT BENEFIS**

I change beds  
**I also change perspectives on a patient's hospital stay**

Merideth Palmer, Linen Worker

I change beds  
**I also change perspectives on a patient's hospital stay**

**NOW HIRING**

- Linen Workers
- Housekeepers
- Food Technicians

Sticker

I work at Benefis  
**I proudly make a difference in people's lives**

**Benefis**  
HEALTH SYSTEM