

CLIENT SUCCESS STORY

BREAKING GROUND IN A NEW INDUSTRY WITH VIDEO



Bank building experts introduce themselves to a whole new industry through video.

The Challenge

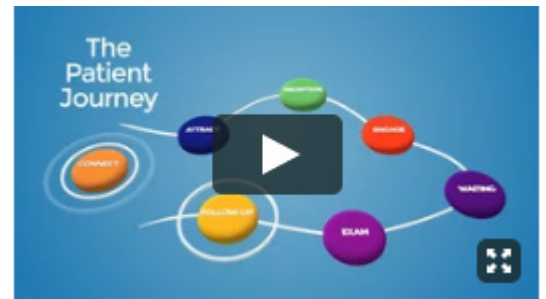
NewGround has been in business for over 100 years, creating customer centered banking experiences on the bleeding edge of the industry. With that storied history in banking, NewGround decided to leverage their expertise and enter the market of the modern Healthcare Center. But to take on a challenge of this scale, **they were going to need help communicating their message to an entirely new client base.**

The Plan

NewGround developed “The Patient Journey”, a completely new paradigm for strategizing development of their healthcare centers. **To explain this concept and to make a strong first impression with potential clients,** they enlisted the Digital Media team to help craft a new video.

The Results

Armed with a **beautiful new video that captured their unique story,** NewGround was ready to take on this new industry, and now have a partner by their side for every step of their new adventure in an unfamiliar field.



“With Technology Partners you can expect a level of integration with your team that other companies just can’t do. The Digital Media team has taken the time to learn our unique voice, and it shows in everything they create with us.”

Bill Wynn
Vice President of Healthcare
Newground

88% More Time

is spent on a website with video

Find more success stories at technologypartners.net/success and see how you can utilize our decades of experience to give you added peace of mind. **Together is just better.**