

CLIENT SUCCESS STORY

NEWGROUND: BREAKING GROUND IN A NEW INDUSTRY WITH VIDEO



NEWGROUND

Technology
Partners®

Since being founded over 100 years ago, NewGround has successfully designed or built over 15,000 facilities, ranging from large corporate headquarters to dynamic retail experiences.

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 a whole 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.

“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, Healthcare
NewGround

THE RESULTS

Armed with a beautiful new video that captured their unique story, NewGround was ready to take on a whole new industry, and now had a partner by their side for every step of their new adventure.



To learn more about how we can help your company, visit [TechnologyPartners.net](https://www.TechnologyPartners.net).