

Every Voice Matters:

How Memorial Nursing Empowered a Culture of Care

Forethought Marketing helps organizations achieve extraordinary results by aligning brand with authenticity. Anchored by our MAGIC Sessions®, we combine precision marketing and strategic communication to galvanize an entire workforce around collective purpose and connection.

For Memorial Nursing, alignment became action through an internal campaign—defining core values, elevating nurse voices, and reinforcing a culture where every contribution is heard and celebrated.

Client Background

Memorial Nursing is a dynamic and vital sector of Memorial Healthcare System.

Beginning in July 2022, the nursing department saw a sharp rise in vacancies, even as its turnover rate remained 9% below the national average.

In response, leadership identified an urgent need to strengthen culture, sharpen communication, and renew a sense of purpose.

The Center for Nursing Excellence & Innovation was created to bring together nurses and leadership from all six hospitals to ensure that all voices are heard.

01 The Challenge

- The goals of The Center for Nursing Excellence & Innovation were relatively **unknown** to the workforce.
- A lack of understanding around core values had **eroded the culture**, diminishing nurses' confidence to raise concerns or contribute ideas.
- Without a clear, shared foundation, the department risked **growing disengagement** and the loss of valuable insights from its own workforce.

02 Our Approach

- Launch an internal **communication campaign** during Nurses Week to build excitement and drive engagement.
- Develop a **cohesive visual identity** to distinguish leadership communication and ensure consistency across touch points.
- Communicate **recognition-driven updates** that celebrate individual contributions.
- Create 'Nursing Vitals', a set of **core values** rooted in the Memorial Experience principles that embody the culture and set the standard for care.
- Create an innovative **initiative called M.E.G.A.N.** (Memorial Experiences Gathered as Nurses), which allows nurses to share ideas, tell their story, or acknowledge another caregiver.

03 The Impact

- Post-launch surveys showed **increased confidence** and empowerment, with nurses more willing to speak up and trust their voices would be heard.
- The unifying campaign theme continues to **reinforce collective purpose** and recognize vital contributions.
- Positive reception of the M.E.G.A.N. booth led to a **broader roadshow rollout**.

