



Massachusetts General Hospital Cancer Center Exploring Options

Massachusetts General Hospital already had enviable brand awareness and a thriving development fundraising arm. But in a market rich with high profile cause marketing activities, they wondered if it would be opportune for the Cancer Center to engage in formal corporate alignment outreach.

Caliber, in partnership with an aligning agency, launched a series of intense sessions to understand and evaluate the current operations, structure and scope of activity, not only in the Cancer Center but where it juxtapositioned with the hospital. We also initiated an exhaustive competitive analysis, key constituent interviews and a formal asset review.

Caliber and the partnering agency created a detailed situational analysis assessing the risk and reward of entering formally into corporate outreach. An aggressive three-year action plan focusing on internal structure and channel integration was also created as a move forward road map.

As a fundamental part of the *Core by Caliber* tool, Caliber and its partner presented all findings and recommendations in a live session to the Cancer Center leadership and key constituents. This interactive session not only allowed all parties the opportunity to fully comprehend the written recommendations, but allowed the attendees to delve further and actively debate as an integrated group.