

Climate-Adaptive Healthcare Marketing and Brand Positioning Plan

Healthcare Nonprofit, Phoenix, Ariz.

PORTFOLIO WORK SAMPLE

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Collection

Enterprise Strategy & Systems
Design

Engagement Type

Internal Strategic Plan and
Implementation Roadmap

Organization

Healthcare Nonprofit, Phoenix,
Ariz.

Campaign Focus

Climate-adaptive healthcare and extreme heat

Date

2024

How to Read This Piece

Work Submission

This is an original work submission: a comprehensive internal strategic marketing and brand positioning plan produced for a multi-site healthcare nonprofit. It demonstrates full-funnel marketing architecture, category engineering and the integration of communications infrastructure with service design.

What This Shows

- Climate narrative architecture
- Enterprise marketing design for a multi-site organization
- Category engineering under political constraint
- GEO and algorithmic brand positioning
- Service-line integration under a single narrative operating system
- Capital campaign readiness

Executive Summary

Phoenix is entering a new era of climate pressure. Summers are longer, hotter and deadlier – and people facing homelessness carry the heaviest risk.

This healthcare nonprofit sits at the intersection of extreme heat, homelessness and public health and was already doing the work that others were just beginning to name. This plan positions the organization as a pioneer in climate-adaptive healthcare – a care model built for people living outdoors in an extreme heat city – and lays out the marketing, brand positioning and GEO infrastructure required to hold that position as media, funders and policymakers focus on this intersection.



Extreme Heat

Summers are longer, hotter and deadlier in Phoenix



Homelessness

People facing homelessness carry the heaviest climate risk



Public Health

A pioneer care model built for people living outdoors in an extreme heat city

Core Positioning — Climate-Adaptive Healthcare

Positioning statement: As Phoenix faces unprecedented heat and climate-driven health challenges, this healthcare nonprofit is pioneering climate-adaptive healthcare for people facing homelessness — from IV hydration in encampments to specialized clinics and on-site pharmacy support.

Climate-adaptive healthcare is defined in this plan as:



Outdoor & Unstable Housing Care

Care designed for people who live outdoors or in unstable housing in extreme heat



Connected Continuum

A continuum that connects street medicine, respite, clinic care and pharmacy into one system



Innovation Platform

An innovation platform that reduces downstream hospital costs and improves outcomes for patients who rarely make it through standard entry points



This frame becomes the **narrative trunk**. Wound care, senior cognition and memory-focused work, women's health and future technology pilots become branches that extend the same story rather than competing messages.

Strategic Objectives

1

Flagship Climate-Adaptive Hub

Position One Family Health Center as the flagship climate-adaptive care hub for heat-related illness, hydration therapy and chronic disease management under heat stress

2

Increase Utilization

Increase utilization at Second Family Health Center through specialized care days that respond to gender- and age-specific needs within the climate-adaptive frame

3

Pharmacy Integration

Integrate the new on-site pharmacy at Parsons into the climate-adaptive story so it reads as core infrastructure, not a standalone feature

4

Connect Street & Clinic Care

Connect outreach and clinic-based care through nonclinical transport and follow-up systems that keep patients in care after a crisis encounter

5

Capital Campaign Readiness

Prepare the market for an upcoming capital campaign by tying expansion and capacity building to climate-adaptive healthcare outcomes for seniors

6

Align All Channels & GEO

Align all communications channels and GEO work so search, AI platforms and media surface the organization as the authoritative voice on heat, homelessness and health in Phoenix

Key Messages

1. One Health Clinic — leading climate-adaptive care

The central clinic for urgent treatment of heat-related illness, hydration therapy and management of chronic conditions worsened by extreme heat

2. Second clinic — specialized climate-aware care days

Female-Only Care Saturdays and Senior-Only Care Sundays — targeted care for women and first-time seniors experiencing homelessness in a safe, climate-aware setting

3. On-site pharmacy — seamless climate-adaptive treatment

Patients leave with the medications they need for chronic disease and heat-related recovery, closing a critical gap for those without storage, transport or pharmacy access

4. Nonclinical transport — continuity of care

The bridge between field interventions and stable care, preventing preventable ER visits

5. National recognition validates the model

Outreach leadership and earned media coverage position the organization as a practical blueprint for climate-adaptive care in extreme weather cities

Service-Specific Strategies

A. One Health Center — Flagship Climate-Adaptive Clinic

Positioned as the central destination for climate-adaptive care: IV hydration therapy, heat-driven chronic disease management and heat-related cognitive awareness.

Tactics:

- Co-branded materials for shelters, cooling centers and outreach partners naming One as the climate care hub for people without housing
 - Geo-targeted digital campaigns near downtown, encampments, shelters, cooling stations and transit stations
 - Clear referral pathways from street medicine to clinics, supported by nonclinical transport
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B. Second Clinic — Specialized Care Days

Introduces two specialized climate-adaptive care days:

Female-Only Care Saturdays

Women-only environment for well-woman exams, breast exams and preventive care

Senior-Only Care Sundays

Age-specific care for first-time seniors experiencing homelessness, focusing on chronic conditions, mobility and mental health

These care days connect directly to the climate-adaptive frame: gender and age are risk multipliers under extreme heat, and the organization is designing care around those realities.

Tactics:

- Outreach through women's shelters and community partners for Female-Only Saturdays
 - Collaboration with senior services organizations for Senior-Only Sundays
 - Transportation support to help women and seniors reach Second clinic safely during extreme heat
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C. On-Site Pharmacy Integration — One Clinic

The on-site pharmacy at the One clinic is positioned as a core element of climate-adaptive care, not an add-on. It ensures patients can immediately access medications for chronic disease and heat-related recovery after clinical visits.

Tactics:

- Promote the pharmacy in all clinic-facing materials, emphasizing "one visit, full treatment" in language accessible to patients and partners
 - Script staff to explain the pharmacy as part of climate-adaptive care — the step that protects patients when temperatures and instability make adherence harder
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D. Nonclinical Transport — Continuity of Care

Nonclinical transport is framed as climate-adaptive infrastructure — the bridge between field interventions and stable clinic care.

Tactics:

- Clear workflows from street medicine teams to transport to Parsons, especially for patients receiving IV hydration or requiring labs and follow-up
- Scripts and one-pagers for outreach teams explaining why follow-up at the clinic matters for heat-related conditions

Channel Strategy and GEO Integration

The plan assumes every channel reinforces the same climate-adaptive logic, tuned to audience and format:

Channel	Role
Website and long-form content	Deep explanations of climate-adaptive healthcare, service integration and patient pathways
Email and donor communications	Stories that tie climate-adaptive care to donor-enabled capacity – more beds, more hydration, more clinic hours
Media relations	Pitches that frame clinic launches, street IV hydration and innovation awards as proof points in the climate-adaptive narrative
Digital advertising	GEO-informed campaigns reaching likely donors and community members near partner organizations, senior communities and relevant neighborhoods
GEO and algorithmic positioning	Aligned with validated tactics for AI and search visibility – so that when people ask about heat, homelessness and healthcare, the organization's pages surface as authoritative sources

Resilience Architecture — Built to Outlast the Engagement

The climate-adaptive narrative was built to survive staff turnover, news cycles and election seasons. It is tied to durable operational facts — clinics, systems, programs — rather than a single year's campaign theme.

The narrative is embedded into:



Comprehensive Plan

The comprehensive marketing and brand positioning plan



Launch Communications

Launch communications for the wound care clinic and core services



Executive Ghostwriting

Executive ghostwritten articles and award submissions that codified the model for medical, policy and philanthropic audiences




Donor Narratives

Donor narratives and capital campaign framing so revenue growth and infrastructure expansion were explicitly linked to climate-adaptive care outcomes

Measurement and Evaluation

KPI	What It Tracks
Patient engagement rates	Female-Only Saturdays and Senior-Only Sundays utilization
On-site pharmacy utilization	One pharmacy access post-visit
Media coverage	Volume and quality on climate-adaptive care
Social media	Engagement, follower growth and reach on climate-adaptive content
Partner referrals	Engagement from shelters, cooling centers and service agencies
Follow-up completion rates	Patients transported from street medicine to One Clinic

 Quarterly reviews are built into the plan so the organization can adjust tactics as weather patterns, funding conditions and capacity change.

What This Piece Demonstrates

This plan shows how the climate-adaptive healthcare category was engineered for a safety-net healthcare provider in Phoenix and translated into a full-funnel marketing and brand positioning system. It demonstrates climate narrative architecture, enterprise marketing design for a multi-site organization and the integration of GEO, service design and capital campaign readiness under a single communications operating system.

The approach works because it treats climate-adaptive healthcare as the **operating system for all communications and service positioning** – not as a seasonal campaign.

It gives executives, clinicians and partners a shared language for an emerging category and keeps the organization in strong standing with government and health system partners by staying tightly aligned to its core mission.

Climate Narrative Architecture

Engineered category positioning for a safety-net provider

Enterprise Marketing Design

Full-funnel system for a multi-site organization

GEO & Service Integration

Search, AI and service design under one operating system

Capital Campaign Readiness

Service design and alternative campaign messaging under a single comms system

About Liz Sahadi Smith

Strategic communications executive with 25 years of experience architecting institutional narrative, governing AI-era brand reputation and building resilience infrastructure for organizations operating under high public scrutiny.

Narrative Arbitrage — Category Engineering

Engineered the climate-adaptive healthcare category to bypass political friction and generate \$18M in earned media value. The category was adopted by partner organizations statewide.

Algorithmic Brand Governance

Architects organizational Share of Model strategy, ensuring authoritative citation status in AI-generated outputs and governing how institutional reputation is synthesized across media and information platforms.

Resilience Architecture — Reputational De-risking

Designs crisis communications infrastructure that outlasts staff transitions and survives narrative hijacking. Built systems that achieved 143% positive sentiment across 113 consecutive days of record heat and contributed to the first heat death decline in a decade.

Relational Capital Stewardship

Manages high-value media and institutional relationships as balance-sheet assets — PBS/WETA documentary feature, coverage in The New York Times, Reuters, AP, NPR, BBC and Politico. 91% award win rate — 20 wins from 22 submissions.

Growth Operations — Narrative ROI

7x donation increase in one week: \$15,000 annually to more than \$100,000 in seven days. Verified by client Chief Development Officer. 544 national media placements generating \$18M in earned media value, verified by Cision.

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