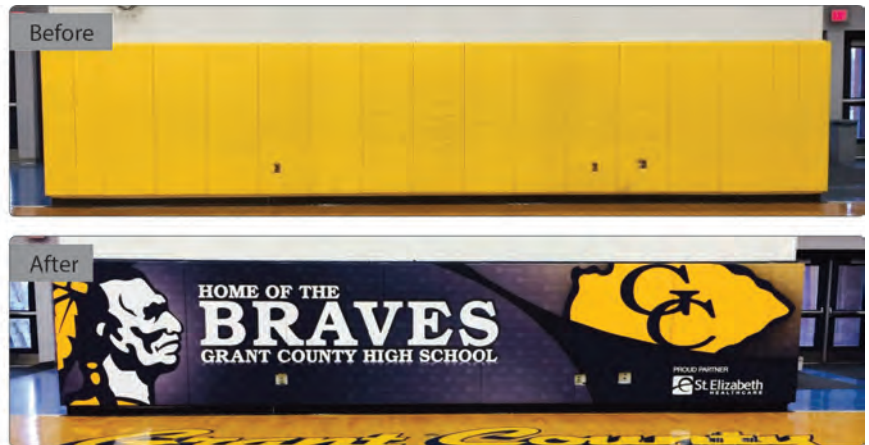


CASE STUDY

ASSET-BASED PARTNERSHIPS: GROWTH MODEL



CONTEXT

Entering 2015, Athletic Training and Sports Medicine coverage across Northern Kentucky was highly competitive and fragmented. Although St. Elizabeth Healthcare maintained regional relationships, only 15 of 28 high schools (54%) were actively partnered with St. Elizabeth Sports Medicine, and existing sponsorship models were transactional, difficult to scale, and offered limited differentiation.

ACTION

I built a new asset-based, relationship-led partnership model that replaced transactional sponsorships with high-visibility integrations, leveraging underutilized school assets and positioning St. Elizabeth as a true operational partner rather than a sponsor.

KEY DECISIONS

Why asset-based integration over a bigger sponsorship check?

Because visibility on assets the schools already had (fields, signage, programs) scaled further than any single check could, and it built a partnership schools wanted to keep.

RESULT

Expanded high school partnerships from 15 to 23 of 28 schools, a 53% increase, and grew market coverage from 54% to 82% between 2015 and 2017. Community partnerships and recognition grew from 22 to 37 total, including Ryle High School producing its own video showcasing the initiative.

Watch: Ryle High School video