



CHRISTUS Health **modernized executive presence** across its international healthcare network

The Digital Associate Experience team at CHRISTUS Health leveraged HiHello to elevate executive professional presence, sparking organic internal demand championed by senior leadership.

CUSTOMER

CHRISTUS Health

INDUSTRY

Healthcare

FEATURES

Digital cards · Email signatures ·
Virtual backgrounds

THE CHALLENGE

Creating a consistent brand experience

CHRISTUS Health, an international health system with 45,000 associates across more than 600 centers, is built around a shared purpose of delivering compassionate, accessible care. To strengthen that purpose across their expanding organization, their five-year strategic plan prioritized expressing this mission systemwide and creating a consistent experience wherever CHRISTUS shows up.

As the organization grew through mergers, acquisitions, and regional expansions, it had inherited a complex ecosystem of distinct regional health systems, each representing the brand in its own way. CHRISTUS needed to unify their brand experience across regions, while also modernizing their executive presence in every interaction.



WHY HIHELLO

A small spark that rippled upward

The idea to use HiHello happened as a small spark. A user experience professional showed a senior leader the HiHello card she used for her own personal small business. Seeing the premium HiHello user experience, intuitive interface, and seamless contact exchange in action immediately set off a chain of decisions that quickly rippled upward.

Senior executives instantly recognized that this was the solution needed to bridge the gap between legacy practices and modern digital goals.



“When we found out about HiHello, we were like, this is perfect because it creates a digitized version of the paper business card. Taking that along with the email signatures, too, was really huge for us.”

Trey Blair,
HR Product Manager I, DAX team · CHRISTUS Health

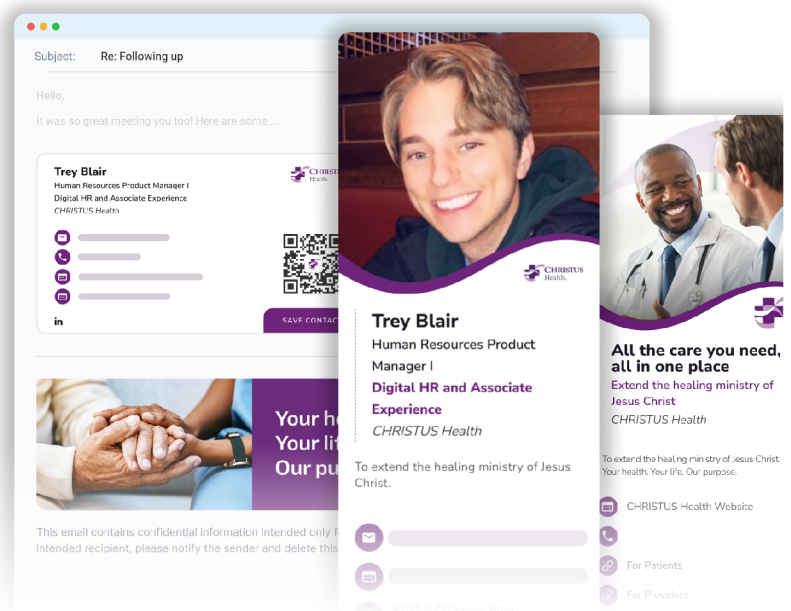
THE SOLUTION

Cohesive brand experience

To lay the groundwork for a unified corporate identity, CHRISTUS Health deployed HiHello to support the professional presence of its Executive team. By equipping senior leaders with interactive digital business cards, modernized virtual backgrounds, and standardized email signatures, the CHRISTUS team achieved an immediate win: enabling the executives to showcase a polished, professional image while building a cohesive brand experience. It also allowed CHRISTUS Health to gain clear visibility into the team's real-world interactions, with real data that showed tens of thousands of connections and contact data from their executives' day-to-day interactions.

“We’re around 187–200 users, so **23,000 [card] views** during this time is impressive.”

Trey Blair,
HR Product Manager I,
DAX team · CHRISTUS
Health



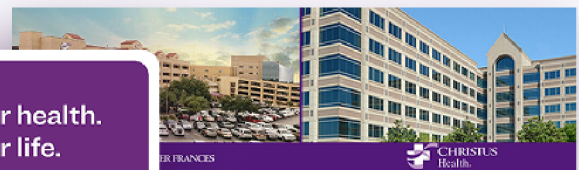
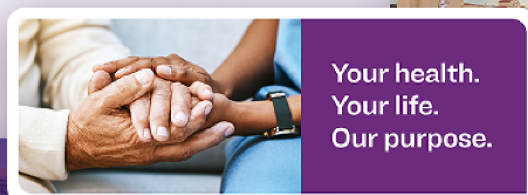
THE SOLUTION

Proof of concept

This experience with HiHello quickly became a powerful proof of concept. As leaders used their cards and signatures in daily 1:1 interactions, adjacent departments and regional teams took notice. Organic growth and inbound demand grew, as teams across the organization requested the same elevated digital presence.

“Our leadership, everybody above me that interacts with HiHello, wants more. **We have people asking us, ‘When are we going to see more of this?’** That’s a different tune than a lot of our other efforts, where we have to be salespeople for the services that we’re giving.”

Christopher Dickerman,
System Director, DAX team · CHRISTUS Health



THE SOLUTION

Enterprise scale deployment

To transition from the executive rollout to broader teams and ultimately prepare for the entire organization, the team shifted from manual creation to enterprise-scale deployment. To support the scale and remove any onboarding friction, they leveraged the HiHello integrations with their tech stack, specifically Microsoft Entra ID, to ensure that whenever employees join CHRISTUS or change roles, their standardized corporate assets are generated and updated automatically behind the scenes, ready for day one.

“Once we set up SSO, **their cards will magically appear.** It saves time for marketing teams and makes the brand more compartmentalized for each ministry.”

Trey Blair,
HR Product Manager I,
DAX team · CHRISTUS
Health



Microsoft Entra ID

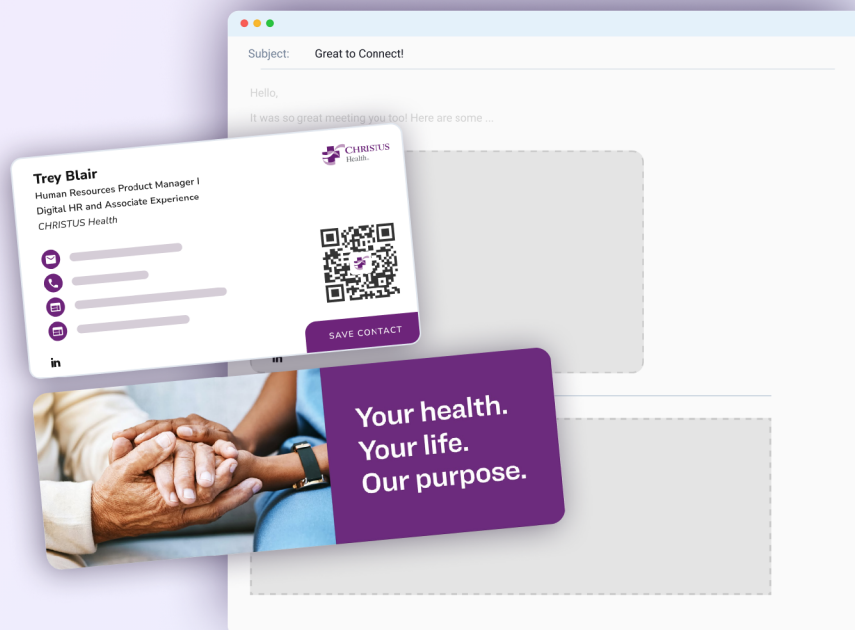
THE SOLUTION

Active marketing channel

In addition to increased visibility from their digital business cards, CHRISTUS Health's email signature footprint could now evolve from a static administrative compliance requirement into an active marketing channel. With the addition of automated email signatures, recruiting and marketing leaders can centrally coordinate, schedule, and send promotional email banners tailored to specific regional health ministries, ensuring local relevance under a unified brand.

"We presented it to our executive leaders of HR to expand it to all of HR users. They love it, especially for the email signatures."

Trey Blair,
HR Product Manager I, DAX
team · CHRISTUS Health



THE RESULTS

Modern, scalable foundation

The initial rollout generated significant internal engagement, proving that standard, daily communications could serve as high-velocity brand engines.

This organic success established a powerful blueprint for the future. CHRISTUS Health now has a modern, scalable foundation to sustain systemwide brand cohesion as the organization continues to evolve. By anchoring their strategy and deploying it via HiHello's centralized distribution channel, the team is uniquely positioned to protect the unified CHRISTUS Health identity while dynamically scaling their message across an ever-growing network.

23,000+

total **digital impressions**
generated during the rollout
phase

~200

initial **users transformed**
into cross-departmental
demand

100%

centralized marketing
control over digital brand
assets

Seamless automated provisioning via Azure Entra ID to scale enterprise-wide.

Ready to see what **HiHello** can do
for your team?

[Book a Demo →](#)