Scaling Brand Control Across 500+ Clinics

How PT Solutions applied Marq Templating and DAM to keep pace with nationwide clinic growth, ease strain on their creative team, and equip local clinics to self-serve brand-safe content.

INDUSTRY
Healthcare

COMPANY SIZE:
Mid-Market

BRAND CHAMPION:
Malia Hostetler, Senior Manager of Creative Solutions

550+
CLINICS SUPPORTED

300+
PROJECTS SELF-SERVED MONTHLY

93%
FASTER TURNAROUND

1
SOURCE OF TRUTH

About PT Solutions

PT Solutions is a physical therapy provider with 4,500 employees and 550 locations across 25 states. Since 2003, the organization has grown rapidly, offering physical and occupational therapy, speech-language pathology, athletic training, and sports medicine in outpatient clinics, inpatient rehabilitation, and acute care.

Through a mix of hospital partnerships, private acquisitions, and de novo clinics, PT Solutions continues to expand its nationwide footprint while delivering consistent, high-quality care. With that scale, consistency and credibility across hundreds of communities became non-negotiable.

THE CHALLENGE

- Growth was outpacing existing creative and brand systems
- Lack of version control led to off-brand or outdated assets
- Overwhelmed creative team slowed down delivery of localized content

THE SOLUTION

- Introduced Marq templates with locked design elements for brand-safe customization
- Centralized core brand assets into easily accessible MediaValet portals
- Empowered sales teams to self-serve collateral and reduce turnaround times

THE CHALLENGE

Maintaining brand consistency during rapid expansion

When Malia Hostetler joined PT Solutions as a graphic designer, the company had 300 clinics and 3,000 employees. Just three and a half years later, both numbers nearly doubled. Growth was great for the business—but it strained the brand and the team behind it.

> Turnaround times were growing, and the cracks in our creative process were starting to show. We needed a solution to help us scale while keeping our brand intact.
>
> **Malia Hostetler,** Senior Manager of Creative Solutions, PT Solutions

As the footprint expanded, the marketing team faced three compounding pressures:

- **Volume:** 300+ creative requests per month—many repeatable and low-complexity—created a weeks-long backlog.
- **Consistency:** Outdated or improvised collateral circulated, with stretched logos, off-color palettes, and inconsistent messaging.
- **Complexity:** Acquisitions introduced clinics with strong local brand equity, requiring dual-branded assets during transition periods.

Without scalable systems, the brand risked looking fragmented externally and burning out its creative resources internally.

SOLUTION

Marq Templates as the foundation of a scalable brand system

PT Solutions reframed the problem from "corporate versus local" to "corporate through local." The national marketing team needed to provide the brand foundation while enabling field teams to customize for their communities.

To find that balance, PT Solutions turned to Marq for templating and MediaValet for asset management. Together, creating a system that scaled with their growth.

> Now, when our sales team needs something, they don't have to wait. They can open a template, drop in the details, and get it out the door the same day.
>
> **Malia Hostetler,** Senior Manager of Creative Solutions, PT Solutions

Here's how it worked:

- **Templating at Scale (Marq):** The creative team locked down core brand elements in templated designs, while users had freedom to safely edit content. Flyers, referral cards, and event promos could now be produced by non-designers same-day, and always on brand.
- **Brand Portals (MediaValet):** Logos, photography, and style guides were centralized into branded portals. No more "Can you send me the logo?" requests. No more outdated versions.
- **Smart Asset Management:** MediaValet's AI-driven recognition bulk-cleaned outdated employee photos, while CI Hub integrations streamlined InDesign workflows.
- **Connected Workflow:** DAM assets could be accessed directly in the Marq editor, and completed templates pushed back into MediaValet, creating a seamless source of truth.

By locking brand elements while allowing localized customization, PT Solutions empowered clinics to act quickly without compromising the brand.

RESULTS

A self-sufficient sales team and a more strategic creative department

With Marq and Mediavalet at the center of their creative operations, PT Solutions shifted from reactive production to proactive brand management:

- **Faster Turnaround Time:** Sales reps went from waiting 2–4 weeks for a flyer to producing their own collateral in the same day.
- **300+ projects self-served monthly:** Regional and clinic teams handle their own collateral–flyers, banners, and product promos–without relying on the creative team.
- **Creative Resources Unlocked:** Routine requests dropped significantly, freeing designers to focus on high-impact campaigns and strategy.
- **Brand Consistency at Scale:** every touchpoint, from clinic flyers to co-branded signs, now aligns with national standards.

Instead of choosing between speed and control, PT Solutions now enjoys both. Every clinic shows up with materials that feel locally relevant, while reinforcing a cohesive national identity. As Malia puts it:

> Now we can say: if it's not in MediaValet, it's not approved. That clarity has changed the way we collaborate across teams.
>
> **Malia Hostetler,** Senior Manager of Creative Solutions, PT Solutions

NEXT STEPS

Expanding Marq's impact across the business

PT Solutions continues to roll out Marq access to more departments, adding new templates for brochures, one-pagers, and beyond. With MediaValet integrations powering the asset library, the team is also exploring connections to digital channels, ensuring brand consistency across the web in real time.

With Marq + Mediavalet DAM, PT Solutions empowers sales reps to move fast and stay compliant—protecting the brand while unburdening creative resources.

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