



Improving the
HEALTH
of your
BRAND



BRAND + WELLNESS

WHY SHOULD YOU CARE?

- Consumer will still have a strong voice in where they receive their healthcare
- Your mission
- Generate trust in your community
- Build on what you already know
- New marketing tool – job security
- Take the lead in the new world order



YOUR BRAND IS REFLECTED THROUGH:

- Name/naming model
- Logo
- Colors, fonts, formats
- Brand platform
- Tagline
- Communications/messages
- Physical facilities
- Customer experience



WHAT IS YOUR BRAND?

- It's where you live in the minds—and hearts—of your consumers.
- It's everything people think and feel about you—and what they expect from you.

*Reputation • Identity • Character • Image
Experience • Emotional Connection*



WHAT IS YOUR BRAND?



The Pathway to Purchase



WHAT IS YOUR BRAND?



The Pathway to Purchase



BRAND COMPONENTS

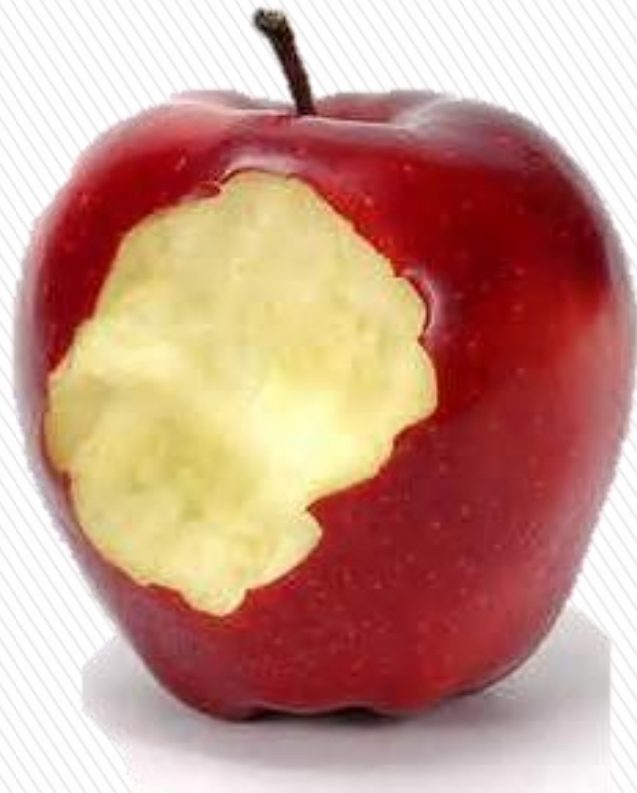


Emotional
Response

What people feel about you



BRAND COMPONENTS



Rational
Response

What people think about you



BRAND COMPONENTS

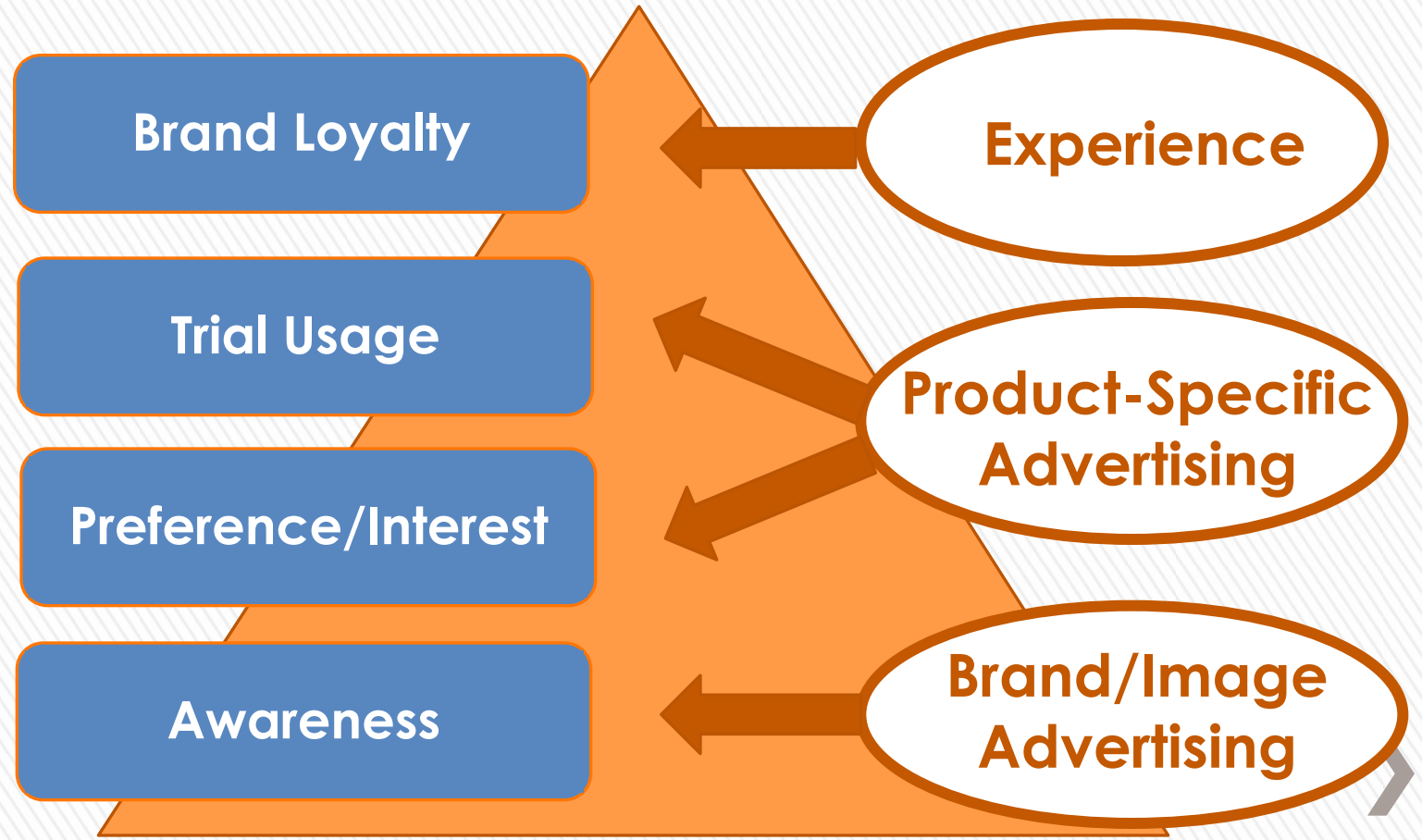


Brand
Essence

Unique • Credible • Compelling

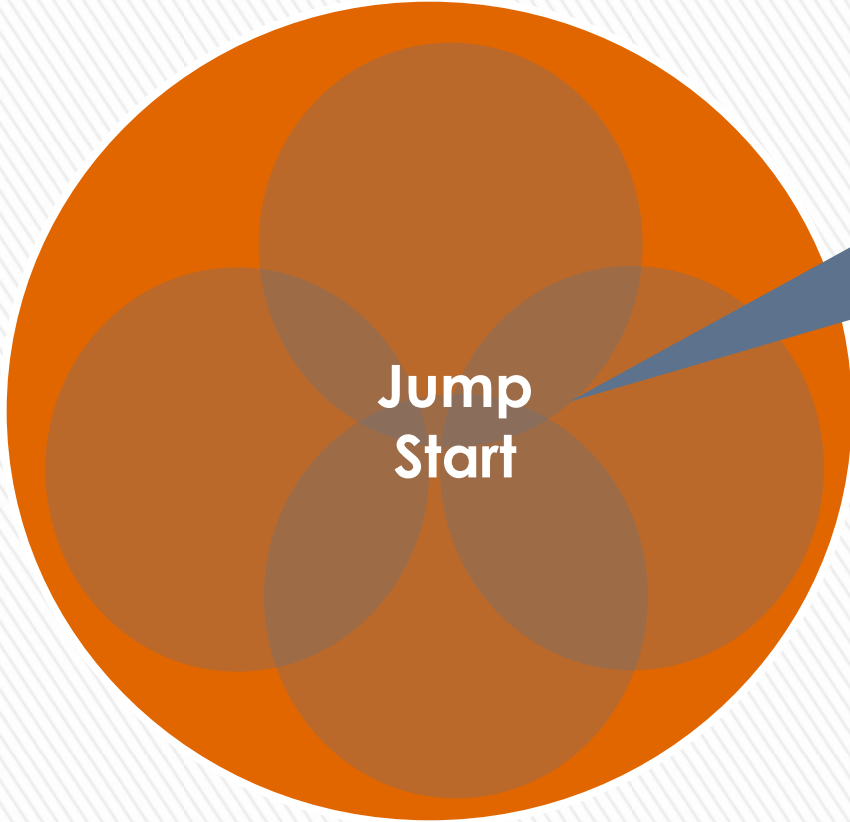


BRAND PYRAMID



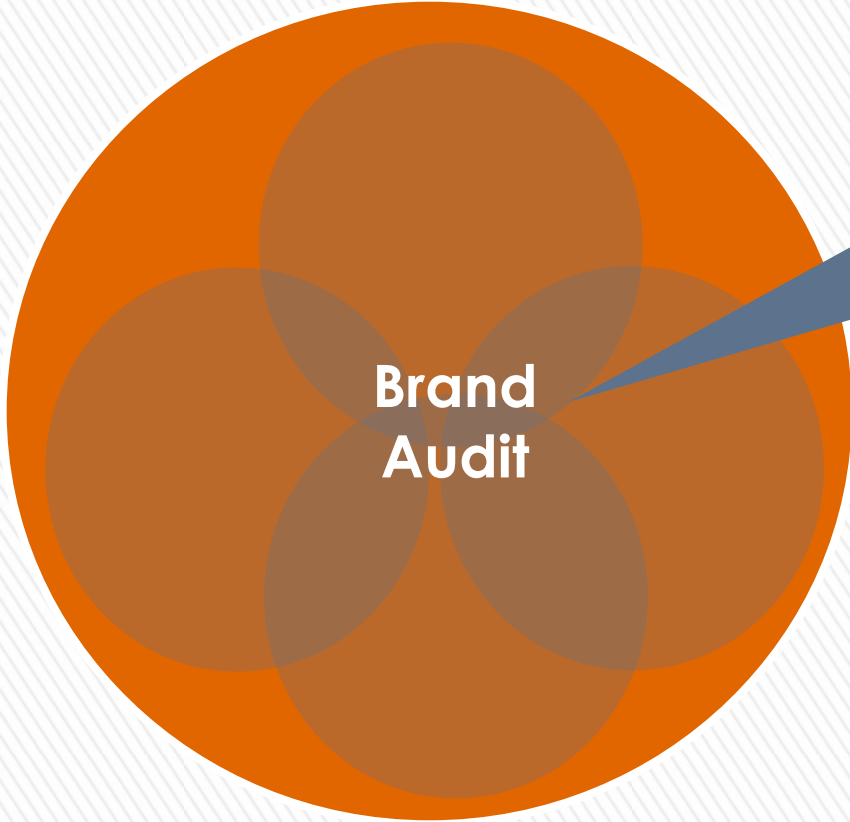
BRAND DEVELOPMENT PROCESS





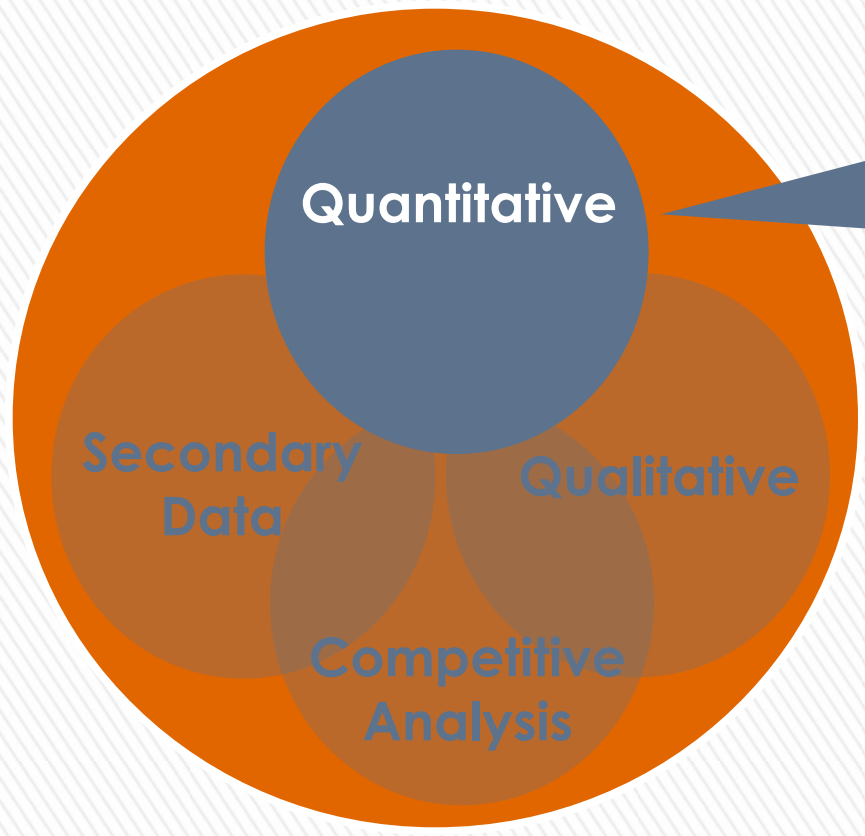
Clearly define your brand objectives, stakeholders and timeline.





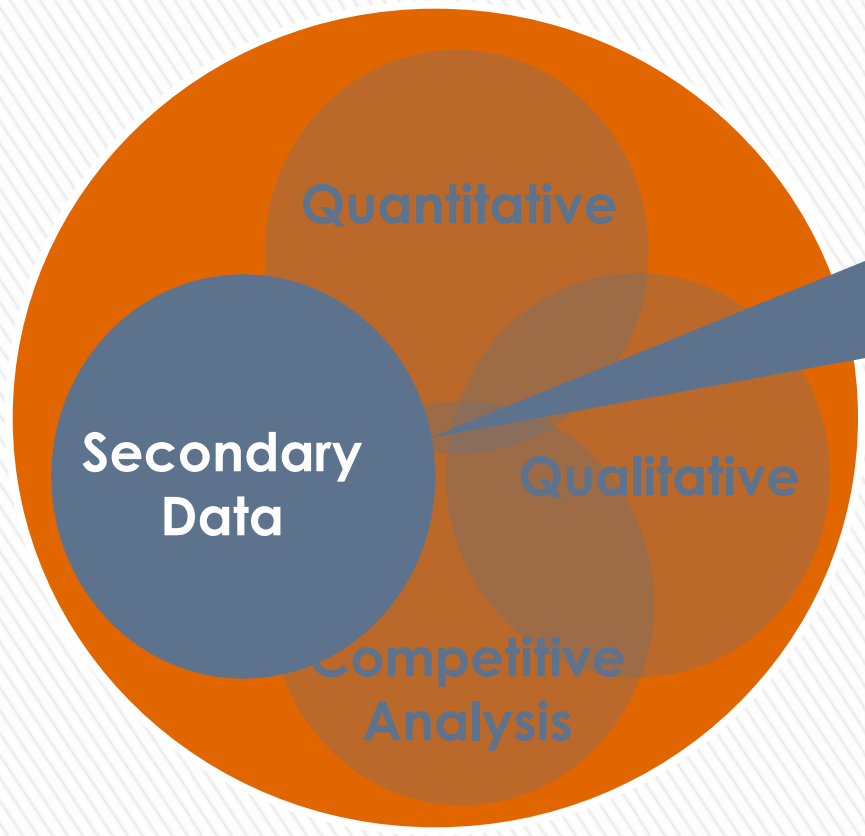
Brand development begins with a comprehensive Brand Audit





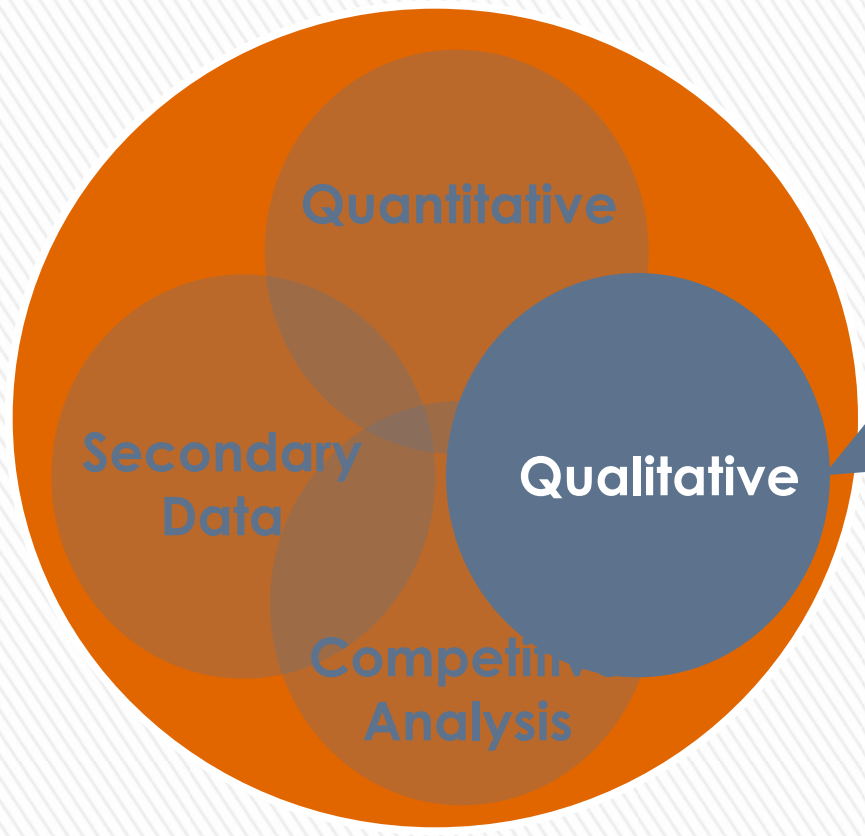
Quantitative research to establish baselines for brand metrics and identify consumer health care drivers.





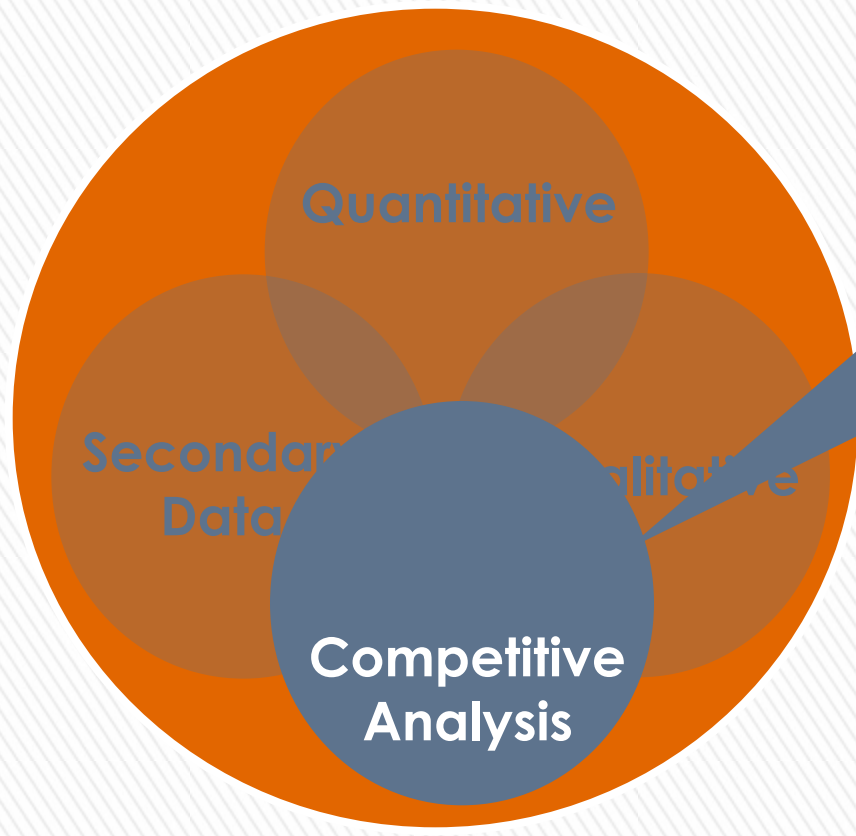
Secondary data is analyzed (mission, strategic plan, volumes, market shares, patient origin, medical staff data, patient satisfaction).





Qualitative research includes interviews and/or focus groups with key stakeholders—administrators, physicians, board, employees, patients, donors, community leaders.

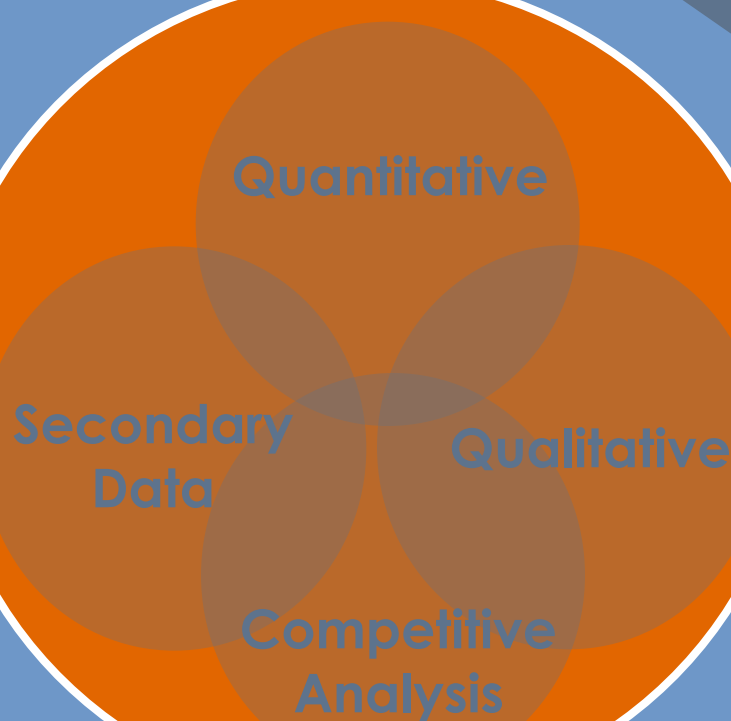




Competitive analysis includes comparing market position, promotional messaging and advertising expenditures.

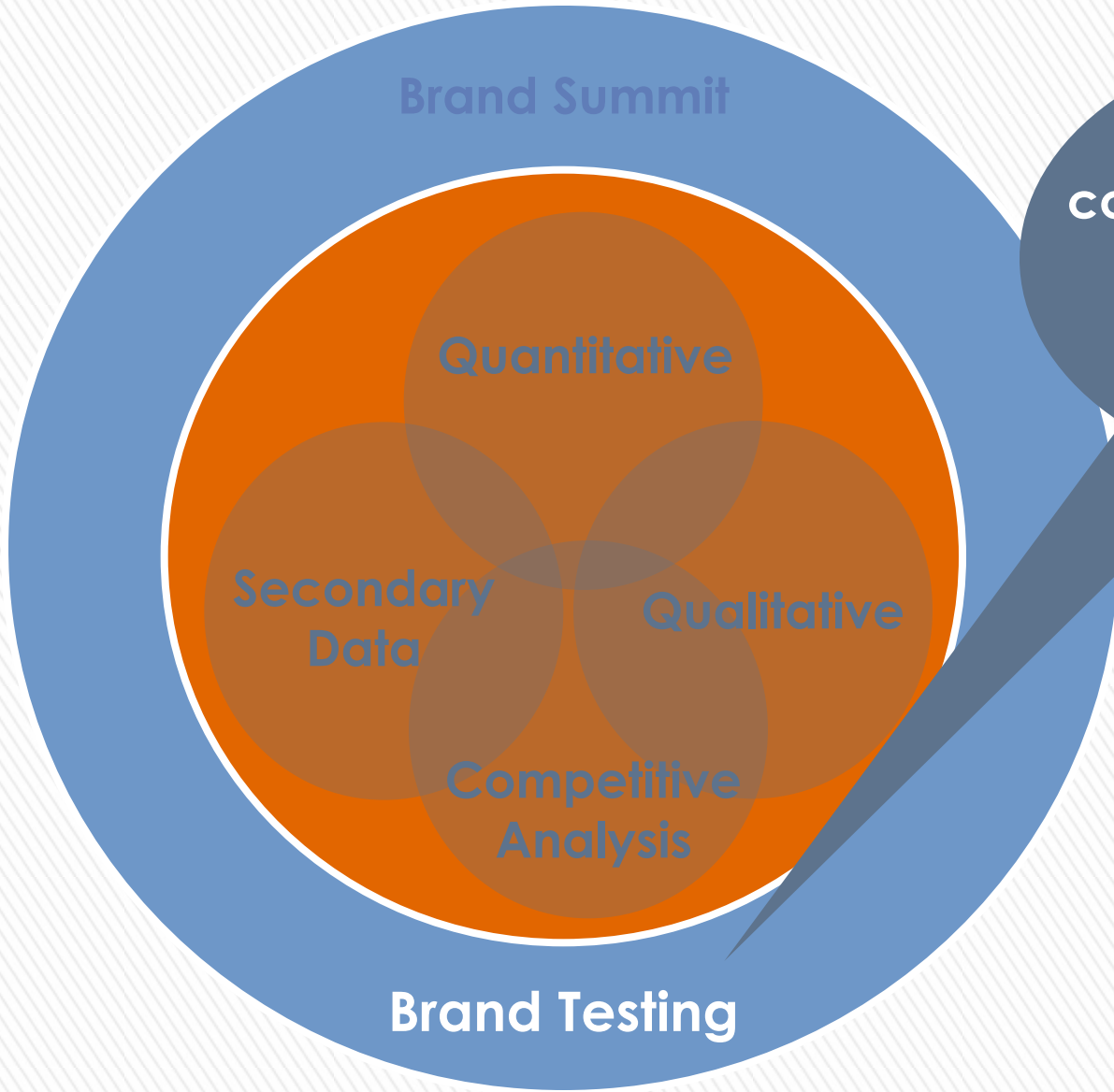


Brand Summit



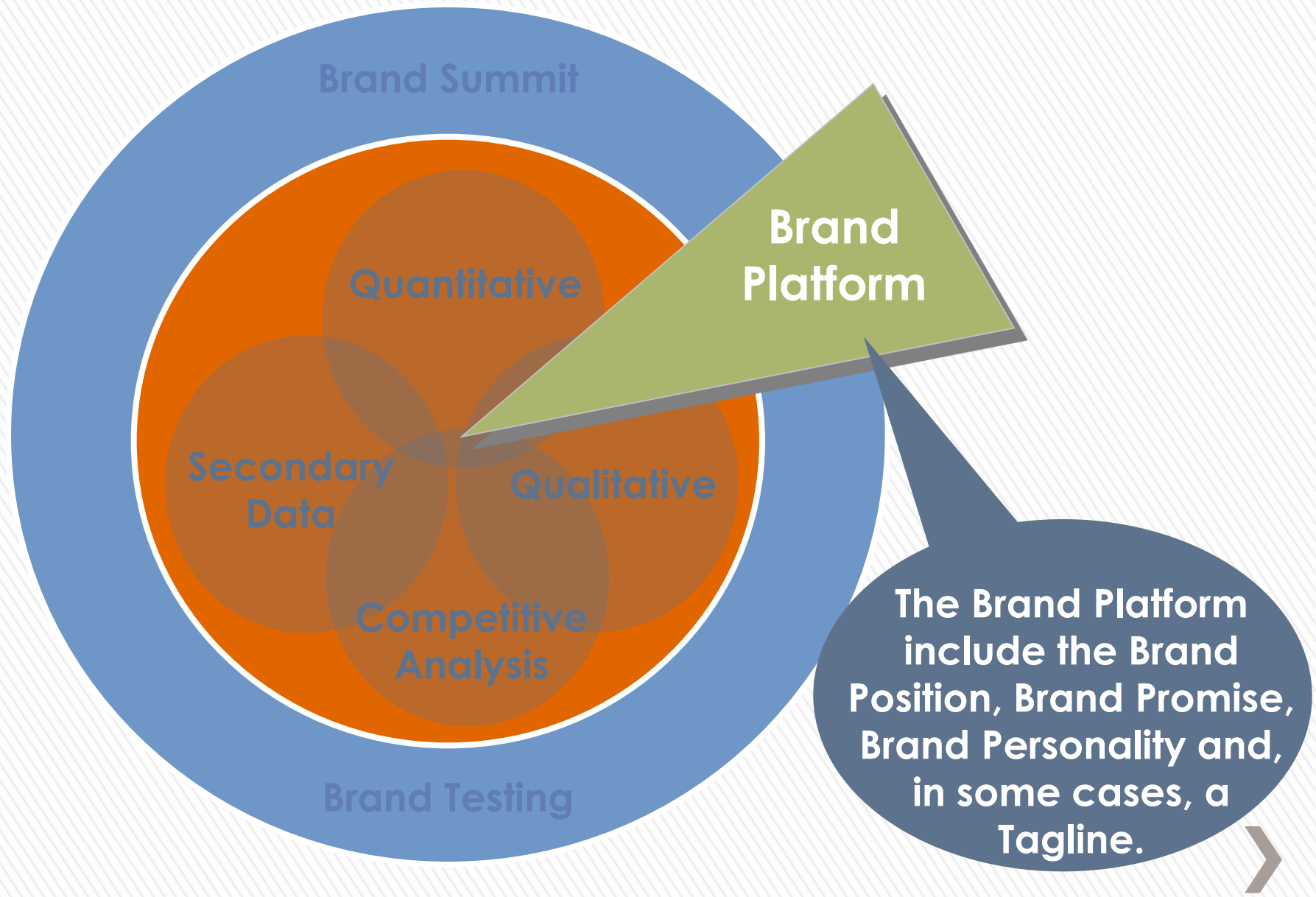
The Brand Summit provides key decision makers with an opportunity to process the results of the Brand Audit and to participate in articulating the brand position.





Brand testing is conducted to pre-test proposed brand positions and messaging.





Brand Summit

Quantitative

Secondary Data

Qualitative

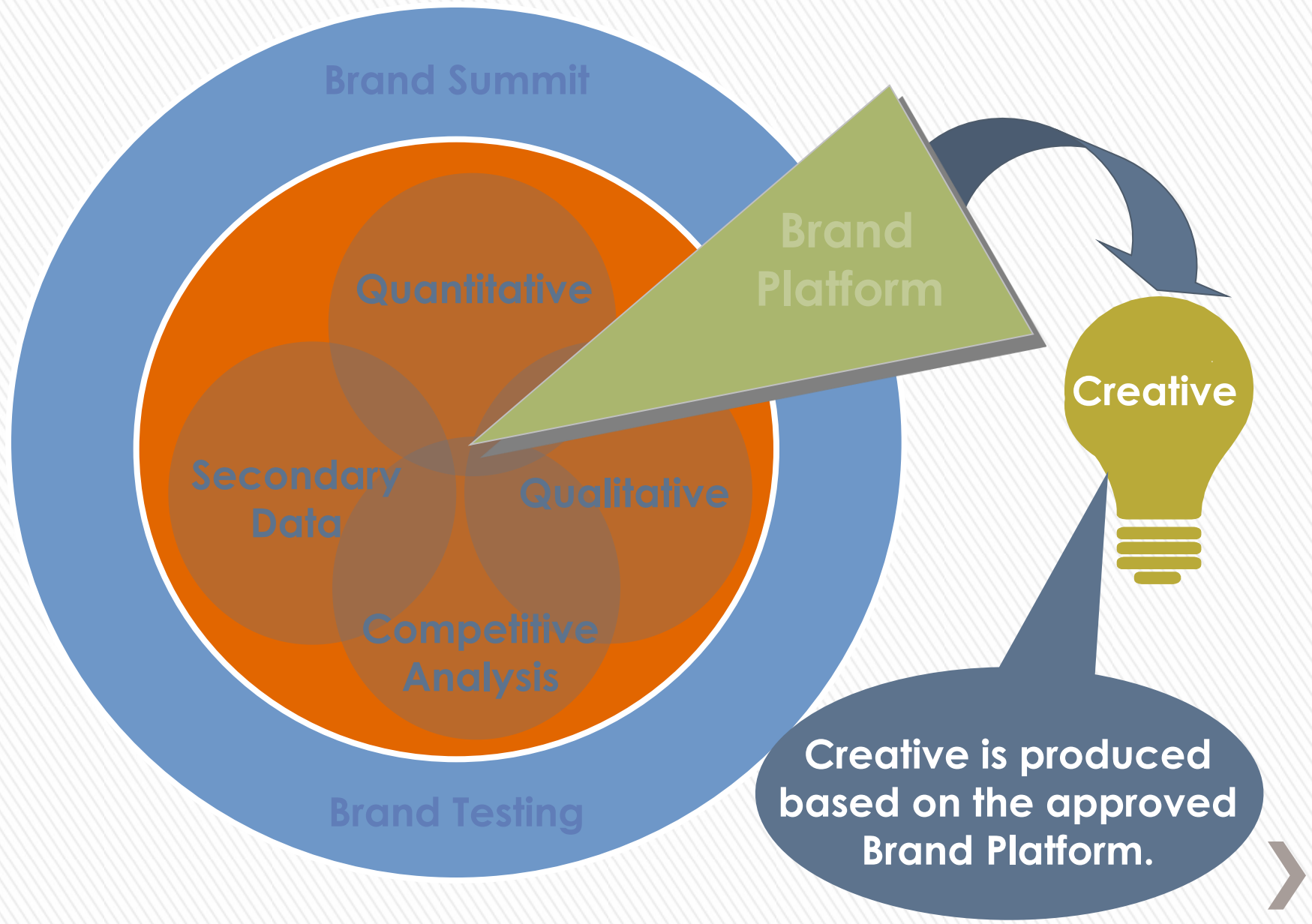
Competitive Analysis

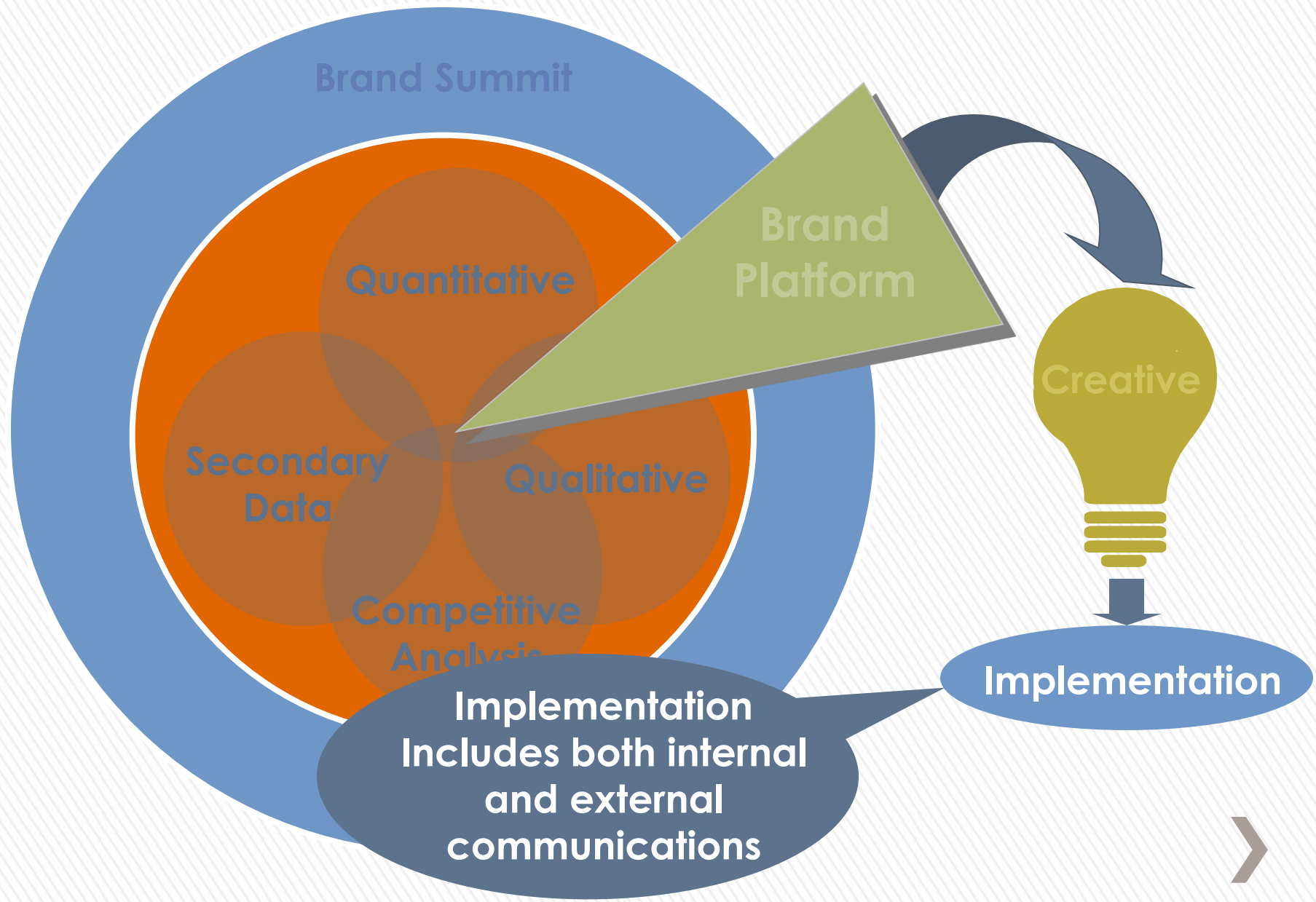
Brand Testing

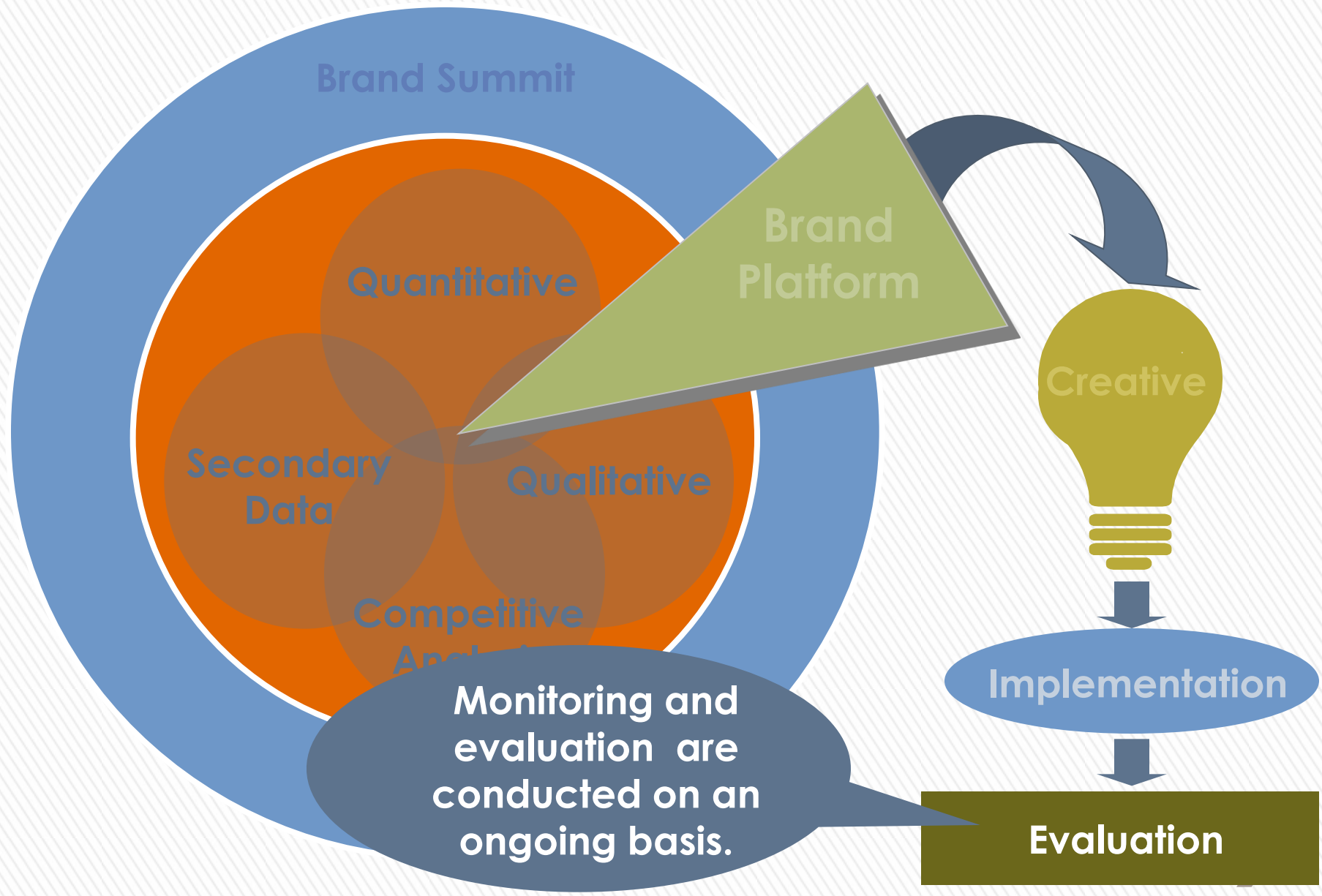
Brand Platform

The Brand Platform include the Brand Position, Brand Promise, Brand Personality and, in some cases, a Tagline.

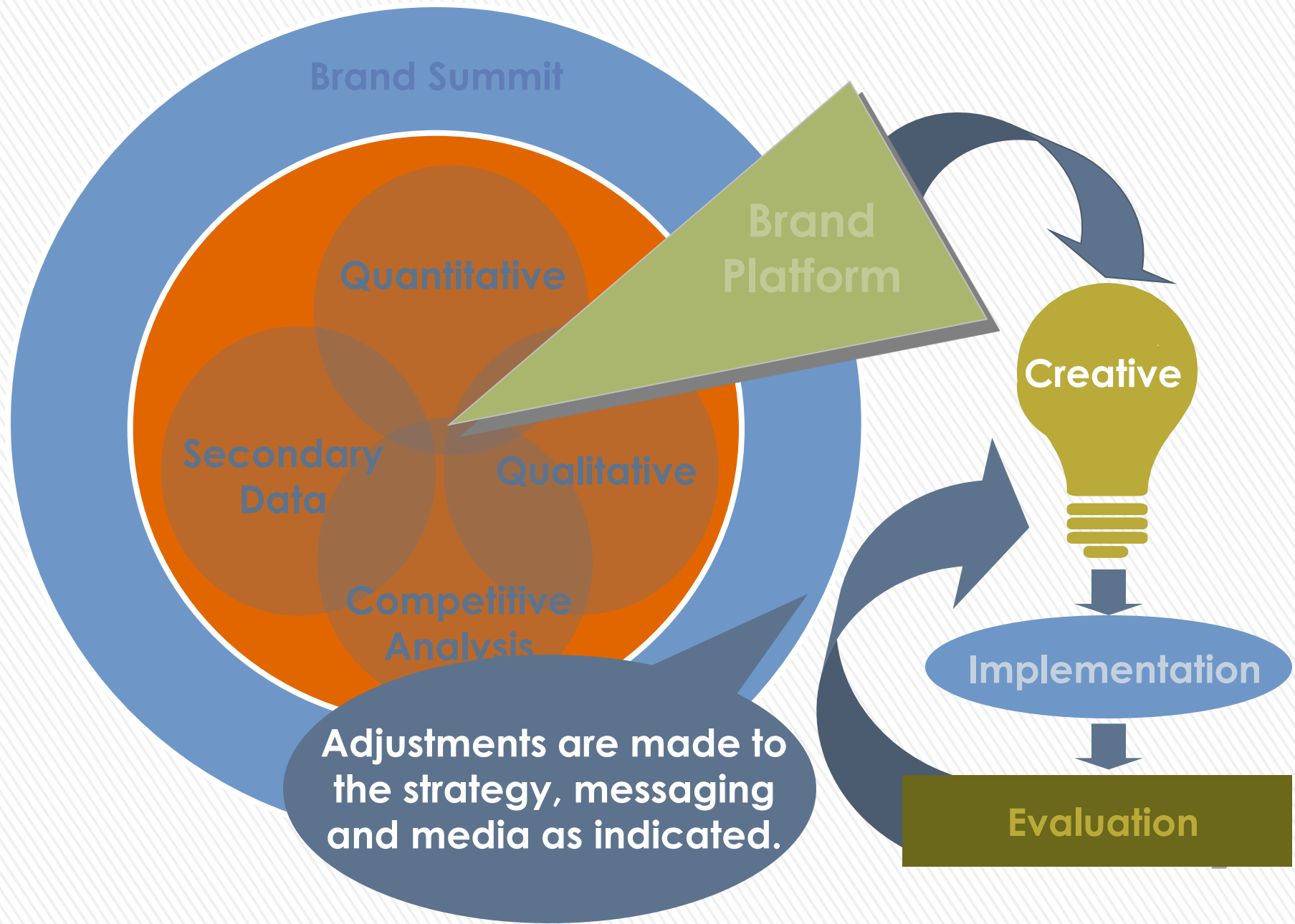




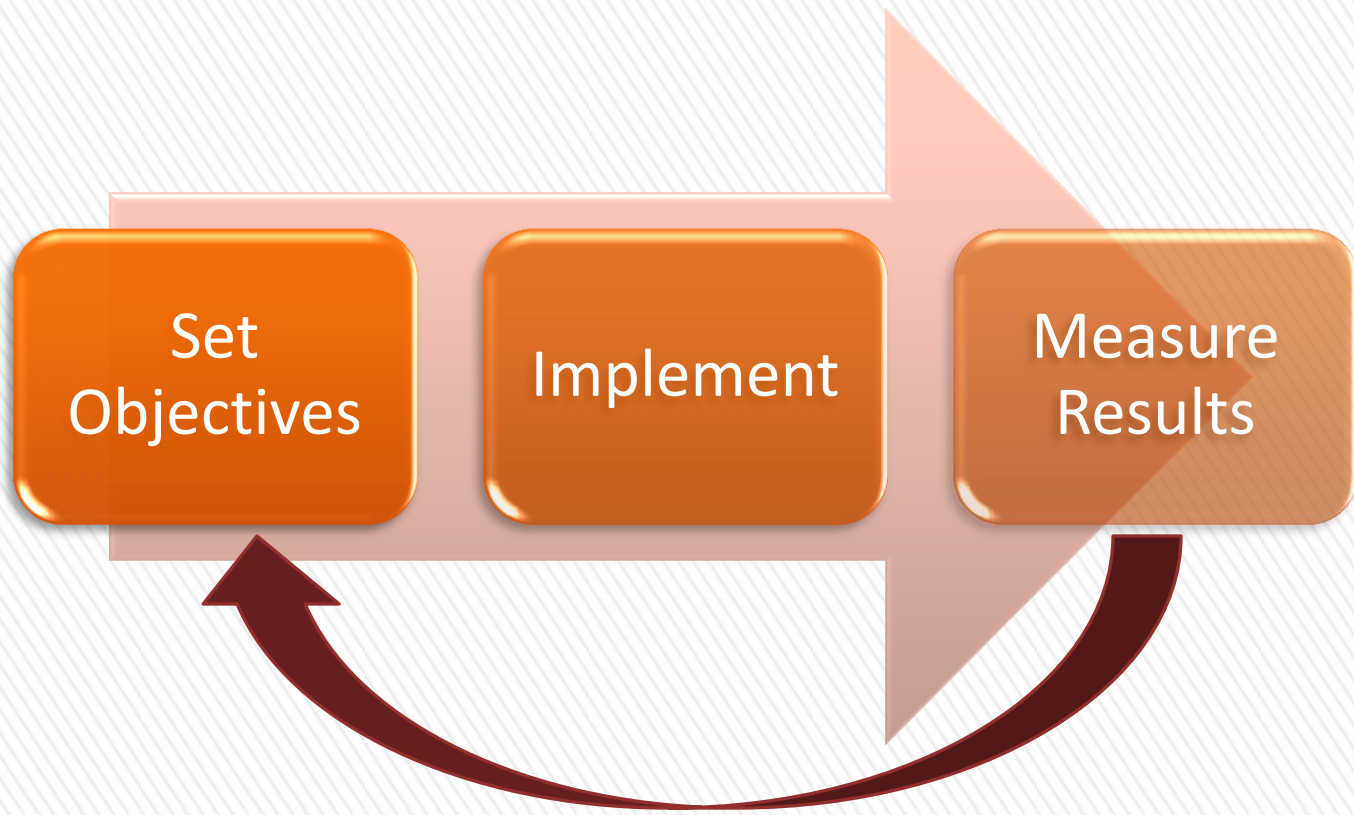




Monitoring and evaluation are conducted on an ongoing basis.



EVALUATION





RACING TO WELLNESS

WHAT WELLNESS IS NOT...



WELLNESS IS MORE THAN...



STATE OF HEALTHCARE



TWO-PRONGED STRATEGY

Patient
Acquisition

Population Health
Management



TWO-PRONGED STRATEGY

Patient
Acquisition

Wellness &
Health Promotion



WELLNESS IS...

- Achieving an optimal level of health and well-being—at all stages of life and at all points along the *Wellness Spectrum*.



Includes physical, emotional, cognitive and spiritual well-being.

WELLNESS SPECTRUM

Patient
Acquisition

Wellness &
Health Promotion

Healthy

High
Acuity

Chronic
Disease

Survivorship
& Palliative
Care



WELLNESS SPECTRUM



Healthy



WELLNESS SPECTRUM



High
Acuity



WELLNESS SPECTRUM



WELLNESS SPECTRUM



Survivorship
& Palliative
Care





BRAND + WELLNESS EXAMPLES



YUMA REGIONAL MEDICAL CENTER

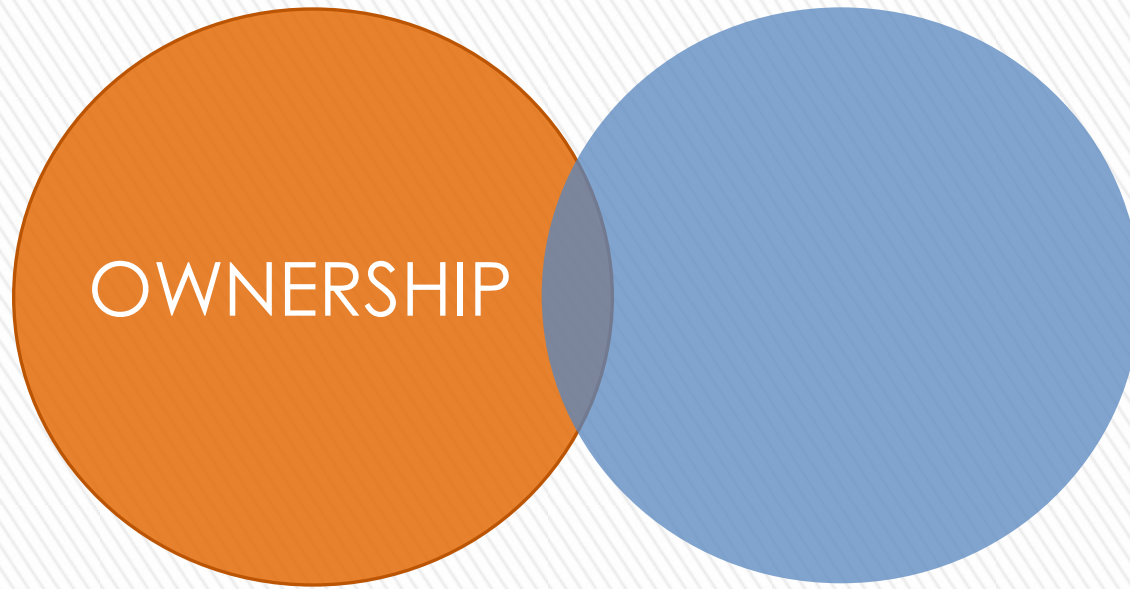


BRAND STRATEGY

- Prevent competition from entering the market
- Increase preference share and brand loyalty
- Curtail outmigration – particularly among insured consumers
- Promote health improvement and disease management efforts
- Reinforce service line marketing
- Support fund-raising efforts



BRAND POSITION

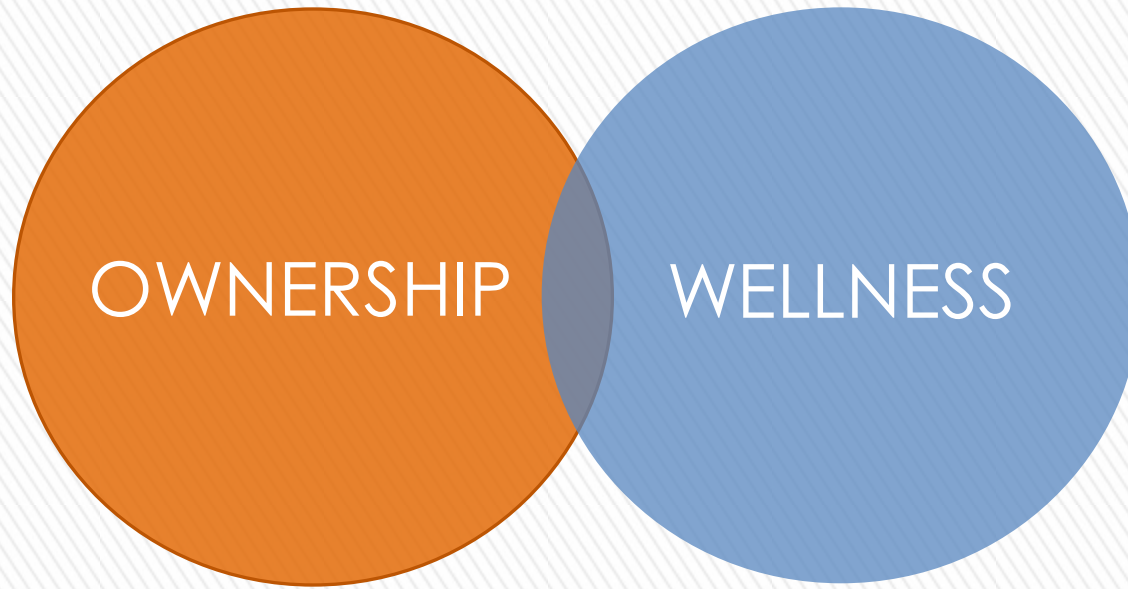


OWNERSHIP

Yuma Regional Medical Center belongs to the communities we serve.



BRAND POSITION



WELLNESS

We respect each individual's right to be responsible for his or her own health. But we'll be with you—providing guidance and expertise every step of the way.



BRAND TAGLINE

Your Health. Your Hospital.

- Touches on both *ownership and responsibility*
- Creatively plays off the “Y” in YRMC logo



BRAND PERSONALITY

- Responsive
- Collaborative
- Caring
- Dynamic
- Growing
- Inclusive
- Progressive



If Yuma Regional were a VEHICLE...



A Large SUV

Like this vehicle, we are modern, substantial, safe and able to accommodate everyone in comfort—and we're able to take you wherever you want or need to go.



If Yuma Regional were an ANIMAL...



Australian Shepherd

These dogs are smart, loyal, agile, family-friendly, hard-working and protective (but not smothering—they still expect the sheep to do their part).





YOUR HEALTH YOUR HOSPITAL

Freedom from joint pain. A healthy heart. A new Cancer Center that will provide world-class cancer care. Whatever your health needs may be, Yuma Regional Medical Center is growing to meet them. Right here at home, you have access to a team of dedicated healthcare professionals backing the resources you need to help ensure healthy, active lives for you and your loved ones. We're not for profit – we're for you. It's one of the great advantages of living here in Yuma – a hospital to call your own.





A diagnosis of testicular cancer put Geoff's dreams of raising a family very much in doubt. Now, six months into remission and the proud father of a healthy baby boy, he's profoundly grateful for the care and innovative treatment he received at Yuma Regional Medical Center. And, for the gift of life. Cum quia nobisque velendestrum quia volupta turepudis dus. Tem. Ut omnihil ium nulpari beribus explam, comnis aut voluptate que dolorum veliaera as ad quunt ma.





Don lived for the days he spent perfecting his golf game, but a heart problem threatened to put an end to one of his life's great passions. Fortunately, right here at home, he could depend on the skills and resources of the cardiac specialists at Yuma Regional Medical Center. After heart valve surgery, Don is back on course for an active future. Millique vel ipsam earum et dolora con consed ut quis amenit facesti nobis ut ex et, ut id et voluptae. Ut venihic imporest, consendit prae facteri publ.





George had worked his entire life for the day he could travel and explore, but arthritis threatened to bring his adventurous plans to a standstill. Fortunately, the joint replacement surgery he received at Yuma Regional Medical Center put him on the road to a pain-free future. Ehendiciis esse odia dolorpo raturia aut libust fugias sunt commolor sitibus anienim quiatur re sectecae culparcite corrum, et et voluptatem si nisti ommos quidi omnimentium fuga. Cum quia nobisque velendestrum quia volupta turepudis dus.





Lower blood pressure. More energy. Rediscovering a healthy lifestyle, filled with friends and all the things she loves. When Maria decided to have bariatric surgery performed at Yuma Regional Medical Center, she had no idea of everything she would gain. Facterei publistrum denam. Beris. Uconsul haciemus. diemuntrem tis moltum morunt. Facterei publistrum dena m.Beris.UconsulhaciemusMillique velipsamearumet dolora con consed ut quis amenit facesti nobis ut ex et, ut id et voluptae. Ut venihic imporest, consendit prae facteri publ.





LOMA LINDA UNIVERSITY
HEALTH



OUR BRAND.



**AT LOMA
LINDA
UNIVERSITY
HEALTH, OUR
PURPOSE IS
DRIVEN BY
VERY STRONG
BELIEFS.**

Using our mission, vision and values as guiding principles, we've developed a brand strategy that clearly defines what makes us special and different.

Grounded in the teaching and healing ministry of Jesus Christ, we unite the strengths of education, clinical care and research with a common goal of sharing the health, well-being and wholeness Adventist lifestyle with the world. In other words, we as an organization combine all the important things we believe as individuals and use them to promote wellness and establish commitment to better health.



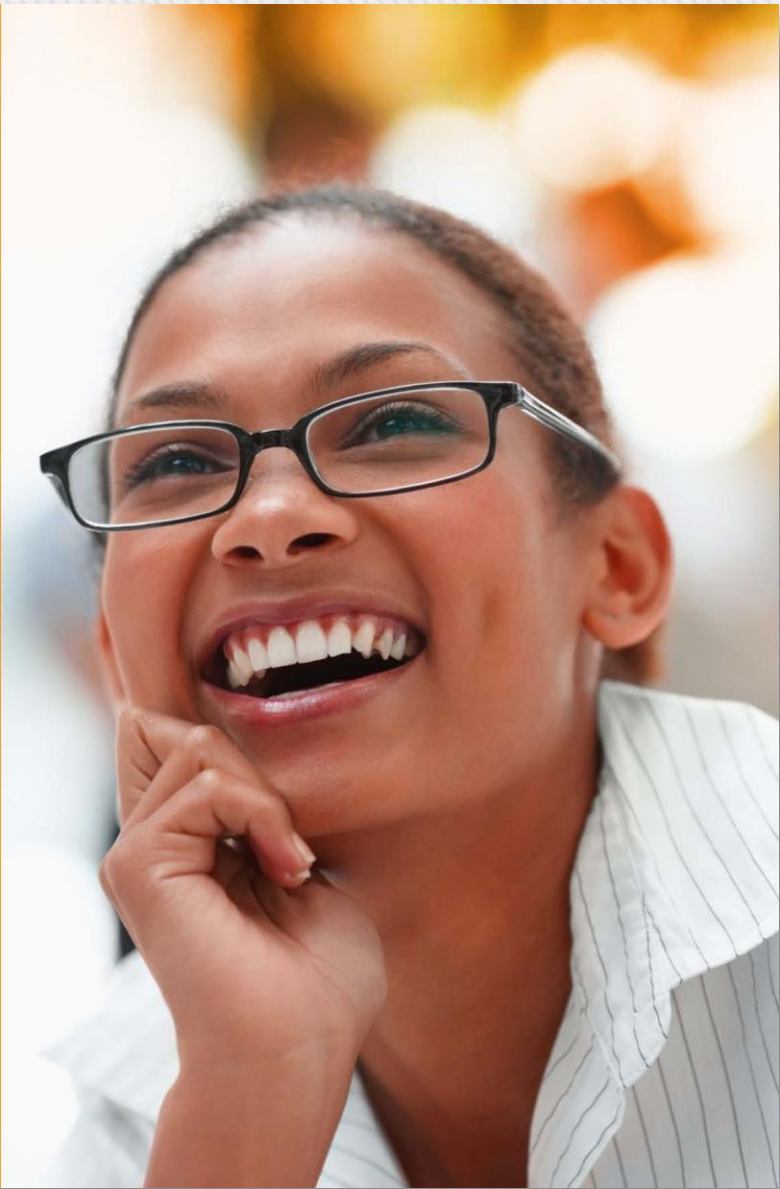
YOU'RE THE FACE OF OUR BRAND.

It doesn't matter what your job may be—a doctor or nurse, faculty member or research associate, childcare worker or admission clerk—when you do something with purpose it impacts lives. The best thing about LIVE IT is that it allows you to have a voice and tell a story of your own. Like LLUH, you believe in wellness and you have many ways of showing it.

You represent our brand and all the things we stand for. You're the face of our brand and

specifically, you're the face of the LIVE IT campaign. Each day you're motivated by wellness and have the opportunity to inspire others.


To fulfill our mission, we must reach out and touch lives beyond our facilities and campuses. Our LIVE IT campaign will be extended to include volunteers, donors, patients and their families and members of the community who will benefit from a message of wellness and living whole.



A Seventh-day Adventist Organization

CONTACT US | FIND A DOCTOR | DONATE NOW

LOMA LINDA UNIVERSITY HEALTH



SIX HOSPITALS. EIGHT SCHOOLS. ENDLESS DISCOVERIES.
WELCOME TO LOMA LINDA UNIVERSITY HEALTH. MANY STRENGTHS. ONE MISSION.

CLINICAL CARE

Committed to care. Our belief in treating the whole person is why we have some of the nation's most advanced clinical programs. We're focused on helping our patients stay well.

[TO LEARN MORE CLICK HERE. >](#)

RESEARCH

Finding answers to better health. Every day our world-renowned scientists strive to advance the ways we think about wellness and medicine. We're passionate about discovering new ways to improve lives.

[TO LEARN MORE CLICK HERE. >](#)

EDUCATION

Innovation starts here. The way we learn to practice medicine and provide healthcare services goes beyond the classroom and into our communities to help everyone live the life they deserve.

[TO LEARN MORE CLICK HERE. >](#)

WELLNESS

It's how we live. No matter where you are in your journey to health, we have the resources you need to stay well. We're dedicated to creating a community of healthier living.

[TO LEARN MORE CLICK HERE. >](#)

At Loma Linda University Health, our commitment to mind, body and spirit is part of every thing we do. We're combining our education, clinical care and research programs to fulfill our mission — making man whole. Together, we'll strengthen our dedication to wellness because everyone deserves the chance to enjoy a longer, healthier life.

Join us in living a healthy whole lifestyle. Use the link below to request your free subscription to Healthy Tomorrow magazine.

[CLICK HERE TO SUBSCRIBE. >](#)

Help us continue our commitment to care for the mind, body and spirit. Together, we'll create the future of wellness.

[DONATE NOW](#)

Loma Linda University Health
Many strengths. One mission.

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LOMA LINDA UNIVERSITY HEALTH

CLINICAL CARE

Our health programs for the whole person will help you experience the best of the current and advanced clinical programs.



[LEARN MORE ABOUT OUR CLINICAL PROGRAMS >](#)

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[LEARN MORE ABOUT OUR RESEARCH >](#)

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LOMA LINDA UNIVERSITY HEALTH

EDUCATION

The best way to get the most out of your education is to combine healthcare services with the classroom.



[LEARN MORE ABOUT OUR EDUCATION >](#)

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Loma Linda University Health
Many strengths. One mission.

THERE'S A NEW NAME FOR THE FUTURE OF HEALTHCARE.

LOMA LINDA UNIVERSITY HEALTH.

We're putting wellness center stage. By combining our academic, clinical and research programs under one name, we're more dedicated than ever to promoting health and transforming lives. Founded on one mission, we're discovering new ways to make man whole. This is how we live it, every day.

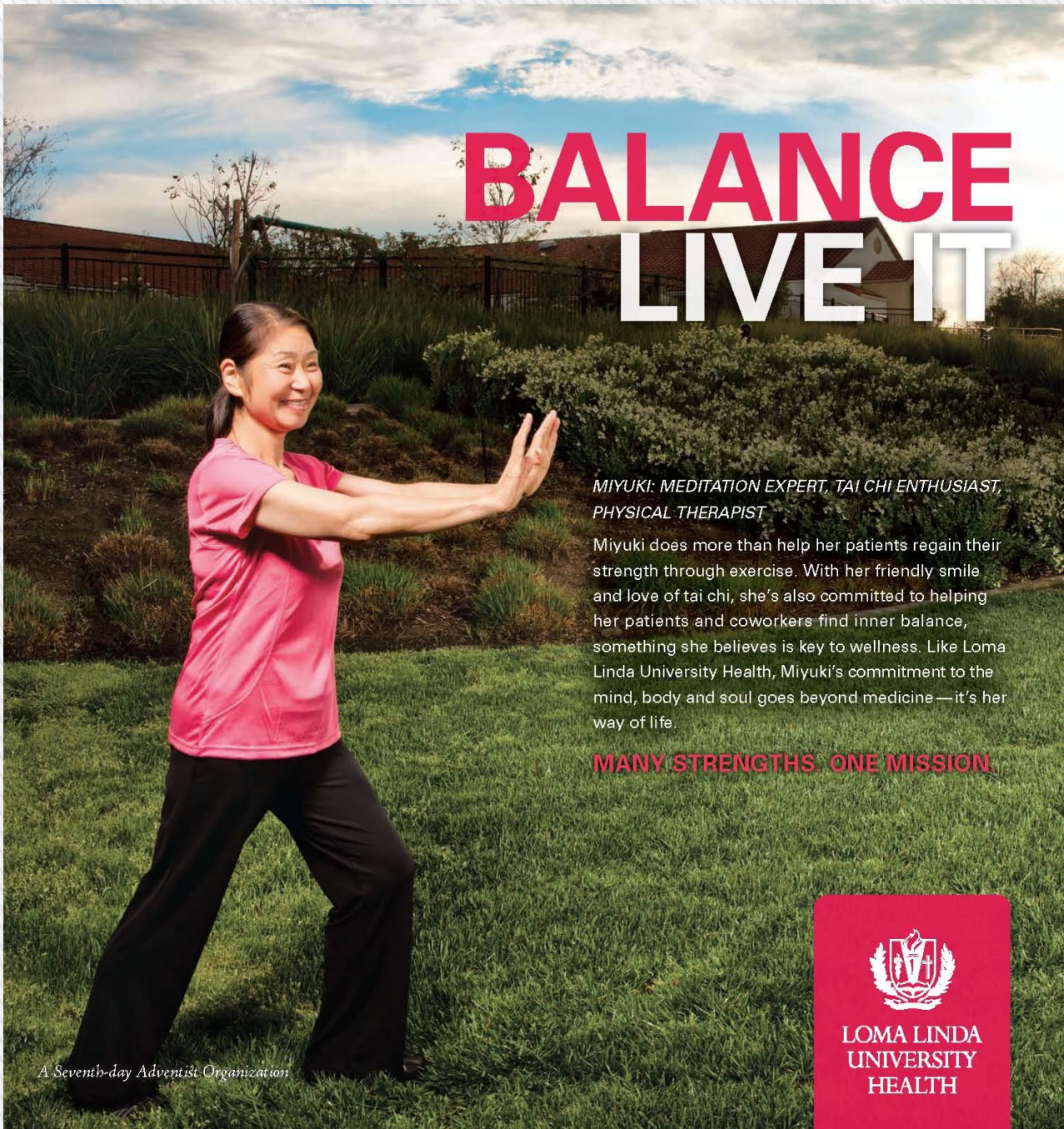


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A Seventh-day Adventist Organization



BALANCE LIVE IT



*MIYUKI: MEDITATION EXPERT, TAI CHI ENTHUSIAST,
PHYSICAL THERAPIST*

Miyuki does more than help her patients regain their strength through exercise. With her friendly smile and love of tai chi, she's also committed to helping her patients and coworkers find inner balance, something she believes is key to wellness. Like Loma Linda University Health, Miyuki's commitment to the mind, body and soul goes beyond medicine—it's her way of life.

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ACTIVE LIVE IT



*ANDREJAS: OUTDOOR ENTHUSIAST, VOLUNTEER,
GRADUATE STUDENT*

As a Health Policy and Leadership student at Loma Linda University Health, Andrejas is learning how to develop important resources that will help others access the things they need to improve their lives. From designing community outreach programs to volunteering at his church's after-school program, he's passionate about working with people and showing them new pathways to healthier living.

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DETERMINATION LIVE IT



ANDRE, TRIATHLETE, TEAMMATE, OLYMPIC HOPEFUL

As a member of PossAbilities, Andre has created the types of friendships that motivate him to pursue his dreams. His belief in the program has even inspired him to help others discover their passions. Like Loma Linda University Health, Andre believes in contributing time to the things that matter most. That's what keeps him happy, healthy and motivated. And as a hopeful for the 2016 Paralympics, Andre knows there's no limit to what he can accomplish.

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unstoppable LIVE IT



VINNY: TODDLER, BIG BROTHER, HEART PATIENT

Vinny is an energetic three-year-old who never seems to slow down. But as a newborn, he was diagnosed with a serious heart condition and has had two major surgeries. Today, he continues to amaze everyone with his strength and quick recovery. His parents believe the wonderful care and attention he receives at Loma Linda University Children's Hospital is a vital part of treating his condition. With the help of his doctors and nurses, Vinny continues to grow stronger and healthier every day—and there is no limit to where he can go.

Your Inland Empire Children's Hospital

A Seventh-day Adventist Organization



BOUNDLESS



LOMA LINDA
UNIVERSITY
HEALTH



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GRATITUDE



LOMA LINDA
UNIVERSITY
HEALTH



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PRODUCT SELECTION GUIDE



BASIC PREMISE

- Selection of a limited number of products—typically 3 to 5—will focus your marketing and promotional efforts making them more effective



PRODUCT SELECTION CRITERIA

- Strategic Plan/Mission
- Profitability
- Available Capacity
- Market Growth Potential
- Product Development
- Influence Payer Mix



PRODUCT SELECTION CRITERIA

- Halo Effect
- Cross-Selling
- Distinctive Competency
- Regional Footprint
- Critical Physician Issue
- Health Improvement/Wellness



PRODUCT SELECTION CRITERIA

Weight 3

- Strategic Plan/Mission
- Profitability
- Capacity
- Growth Potential

Weight 2

- Product Development
- Regional Scope
- Payer Mix
- Health Improvement/Wellness

Weight 1

- Halo
- Cross-Selling
- Distinctive Competency
- Critical physician issue



PRODUCT SELECTION TOOL

| | Cardiac | Oncology | Ortho | COPD | CHF | Bariatric | ER |
|--------------------------|---------|----------|-------|------|-----|-----------|----|
| Mission/Strategic Plan | | | | | | | |
| Profitability | | | | | | | |
| Capacity | | | | | | | |
| Growth Potential | | | | | | | |
| Product Development | | | | | | | |
| Regional Scope | | | | | | | |
| Payer Mix | | | | | | | |
| Health Improvement | | | | | | | |
| Halo Effect | | | | | | | |
| Cross-Selling | | | | | | | |
| Distinctive Competency | | | | | | | |
| Critical Physician Issue | | | | | | | > |

EXAMPLE

PRODUCT SELECTION



Brand/ Position



Primary Products/Services



All Other Products/Services



SAMPLE PRODUCT MIX

CARDIAC

- Profitable

ONCOLOGY

- Produce Development
- Profitable (curtail outmigration)

COPD/CHF

- Profitable (reduce readmissions)
- Health Improvement

BARIATRICS

- Market Growth Potential



PRIMARY PRODUCT LINES

- Full court press
- Advertising across all channels
- Comprehensive collateral packages
- Non-advertising strategies
- Physician marketing



SECONDARY PRODUCT LINES

- Marketing audit
- Marketing education
- Non-advertising strategies
- Community outreach/education
- Health screenings
- Physician marketing
- PR/earned media
- Simple brochures
- Posters/displays
- Digital

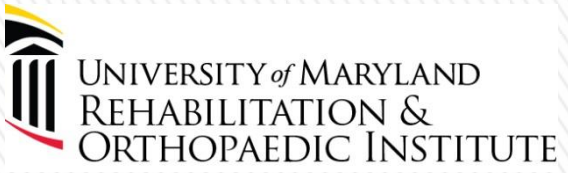


RESULTS OF FOCUSED APPROACH

- Marketing dollars are concentrated
- Critical mass can be achieved
- “Move the needle” for select products and services, markets or segments
- Marketing efforts are integrated, effective and efficient
- Some people will be happy; a few will still complain



LOGO ORGANIZATION



NOTE: Shared courtesy of our friends at SPM.

