Table 1: **Research:** Measuring brand perception, awareness and preference
Branding: When to consider a rebrand/repositioning strategy
Moderator/Coach: *Candace Quinn, Candace Quinn Consulting*

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Research

1. What research do you already have? What studies have been done in the past 2-3 years that can inform your current market position? What do people think of your organization? How do they choose their providers? Their hospital? What influences these decisions? What do you know about market share? By service level?

2. What does your market look like? Who and how much competition do you have? What do people say about them? What makes you different, meaningfully different? How do you know?

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3.   How are your CAHPS scores? Do they reflect what you know to be true? What really stands out? How are those results factored into how you prioritize your messages? Other quality and performance measures? How do they influence messaging, promotion, etc?

Brand

4.   How would your next door neighbor (not a family member or employee of your organization) answer this question…"What do you expect when your doctor says you have to go to Hospital ABC's Emergency Room for evaluation? Or "I want you to go to Hospital ABC for a test or therapy?" and, "I want you to see _____ologist at Hospital ABC?"

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5. What is the good, bad and the ugly about your brand identity? How old is the actual identity? Mark? History? Are you likely to merge? Have you recently?

6. What does your staff in the cafeteria line think your hospital is best at? What would your ER Triage Nurse say is the hospital's strongest asset? Why? What would your business office say is the strongest service line? How do the nurses on your med-surg unit feel about the critical care areas? How do the nurses in the critical areas feel about the med-surg floors?

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7. What do your PCP's think is your hospital's greatest weakness? What would they tell you about their referral experiences? Can they get what they need from your hospital or the network? What do you think they say patients say when they are told to go to your hospital?

8. What does your advertising promise to the targets it hits? Who are the targets? Do you think your organization delivers on those promises?