Embrace consumerism: Building a Post Health System Brand

Medicom Health 2021

REVIVE HEALTH

With You Today

Chris Bevolo

Chief Brand Officer

CAB@thinkrevivehealth.com

Chris has provided leadership and guidance in the areas of strategy, brand, marketing, digital, and change management to hospitals and health systems across the country for more than 20 years. Chris is an award-winning author of six books, including *Joe Public Doesn't Care About Your Hospital*, which became a field guide for driving transformation in hospital marketing departments across the country.

He is a frequent keynote speaker and featured presenter on healthcare marketing and branding topics. Before joining ReviveHealth, Chris was the owner and lead strategist of Interval, a Minneapolis-based healthcare marketing firm he founded in 1995.

Today’s presentation

- Context for change
- Defining a Post Health System Brand
- Examples
- Three tenets of Post Health System Brand
- Four secrets to success
- Q & A

The long runway of
consumerism

The new competition is here

The impact
of COVID-19

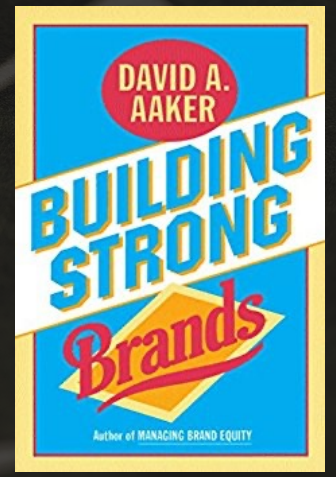
The point has repeatedly been made that consumers are not just comparing your health system brand to other health systems, they are comparing it to Uber, Amazon and Starbucks.

If that's true, then why are health systems still building the same old health system brands?

It’s time for a
Post Health System Brand...

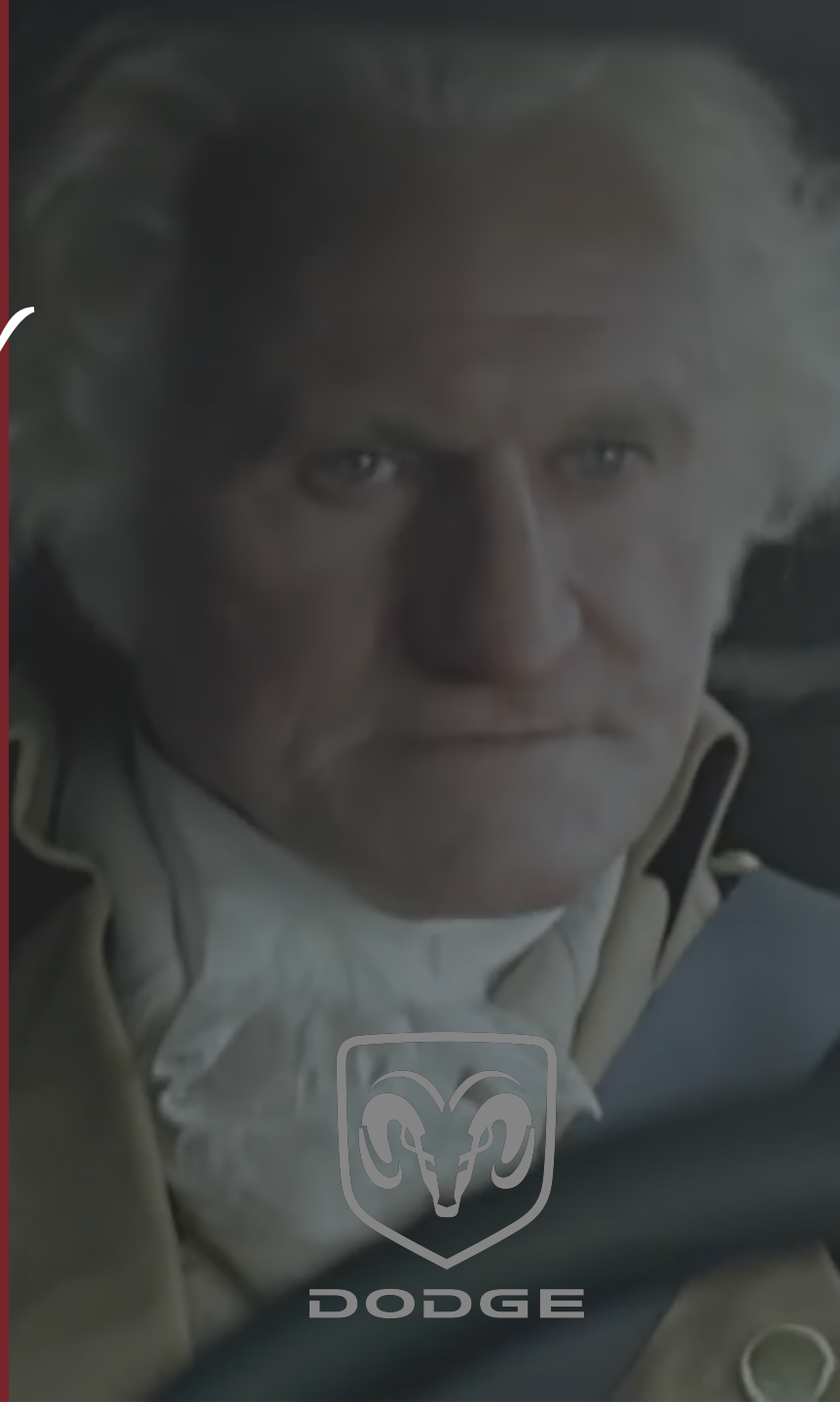
Brand positioning models

+ Brand as product differentiation
+ Brand as organization differentiation
+ Brand as personality



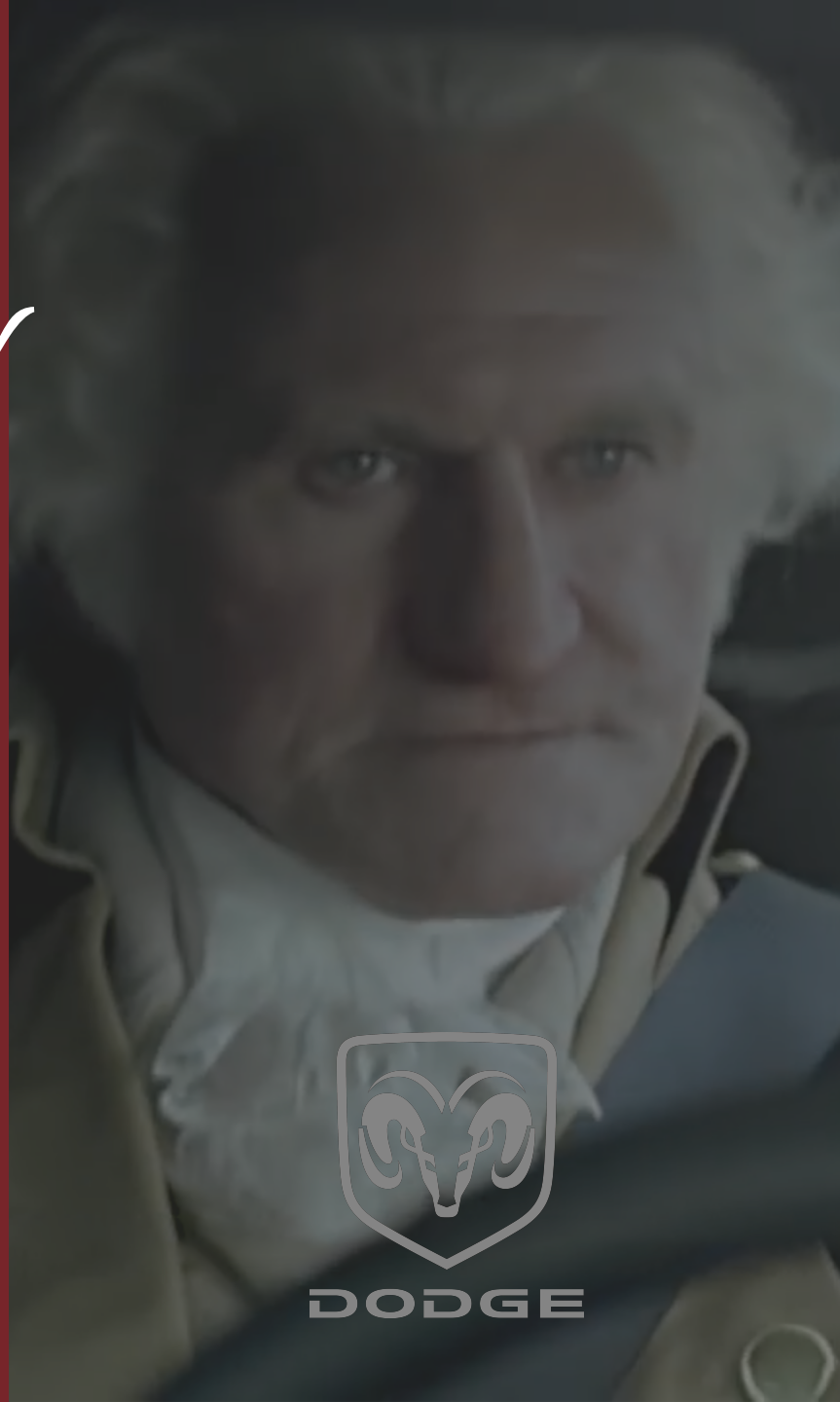
Personality Brands

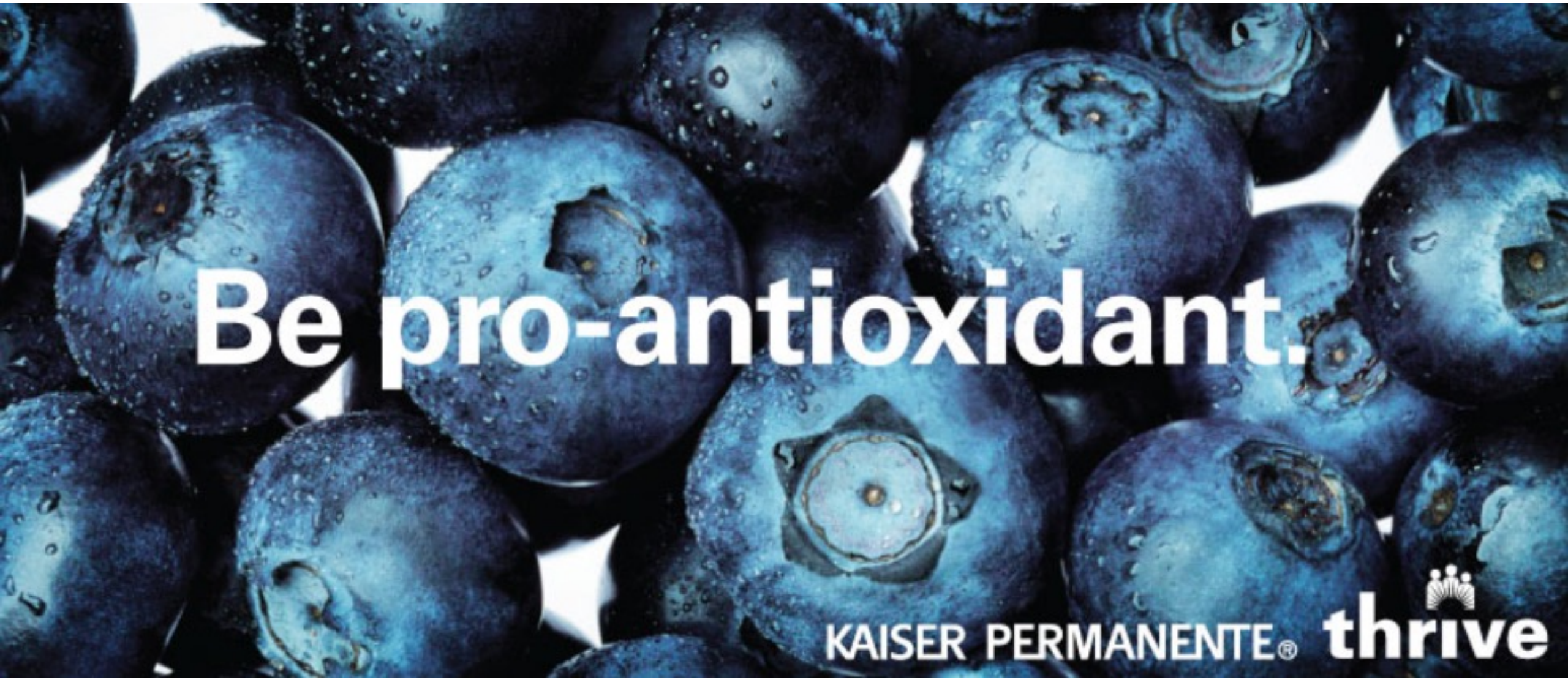
Coca-Cola

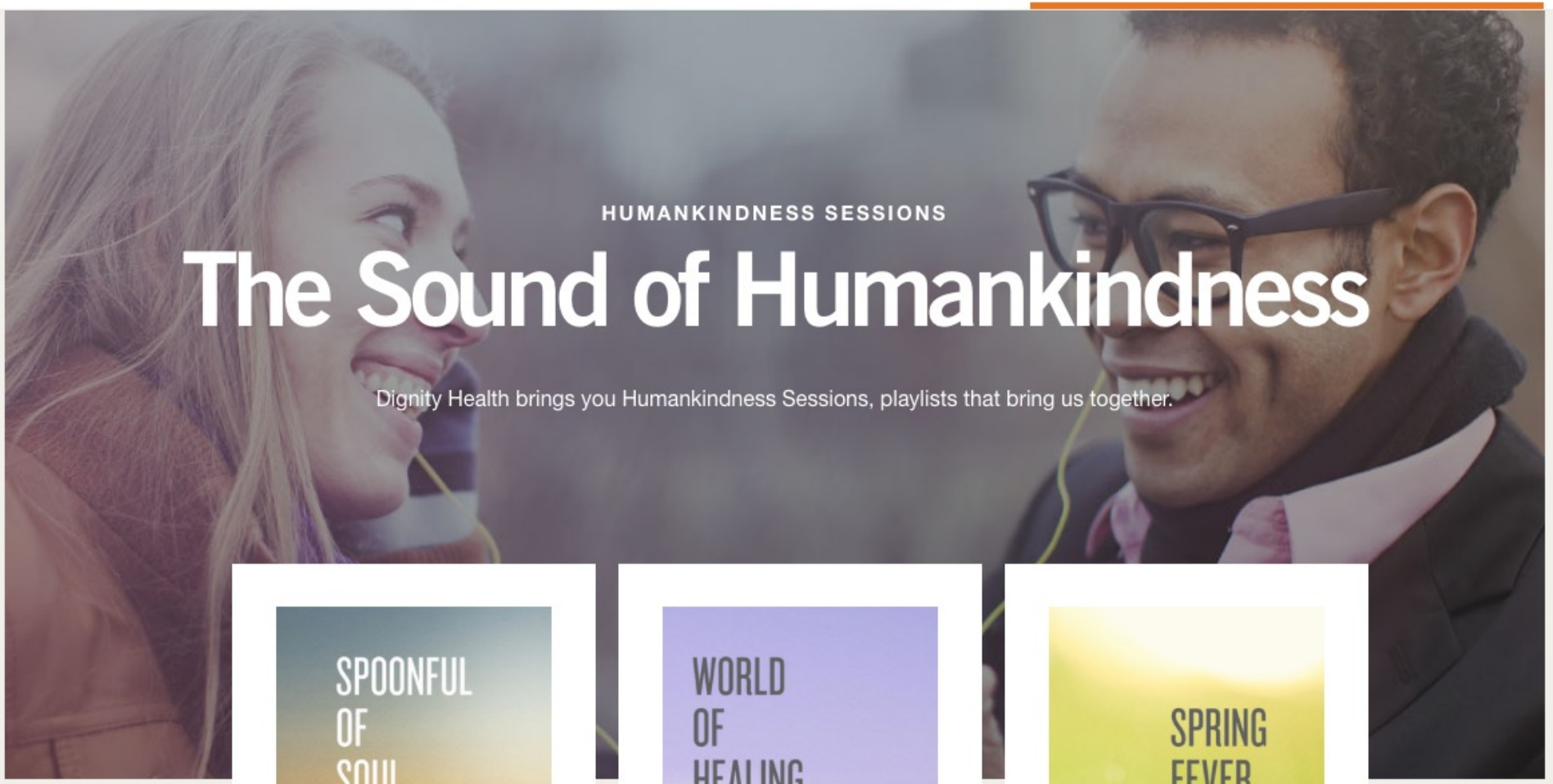


Personality Brands

Coca-Cola




Be pro-antioxidant.
KAISER PERMANENTE®
thrive



HUMANKINDNESS SESSIONS

The Sound of Humankindness

Dignity Health brings you Humankindness Sessions, playlists that bring us together.

SESSION 1

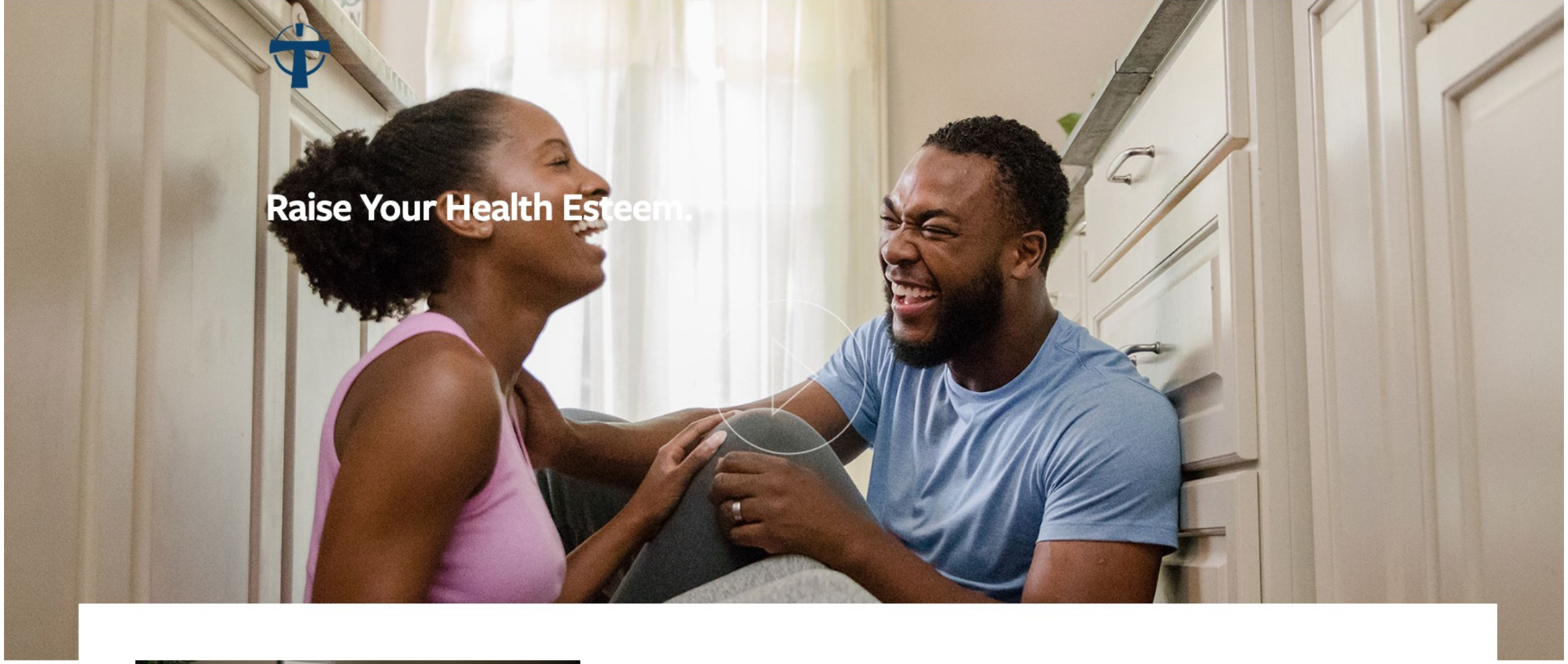
Spoonful of Soul

SESSION 2

World of Healing

SESSION 3

Spring Fever



What is Health Esteem?

Your health esteem is how your everyday mindset, routine, and influences affect how you feel about your health. If you're stressed at work, if you're having trouble sleeping, if you're anxious all the time. All of these and so much more can be affecting your overall health and the conditions you'll be susceptible to in the future.

Connect With Health Esteem

Three Tenets of a Post Health System Brand

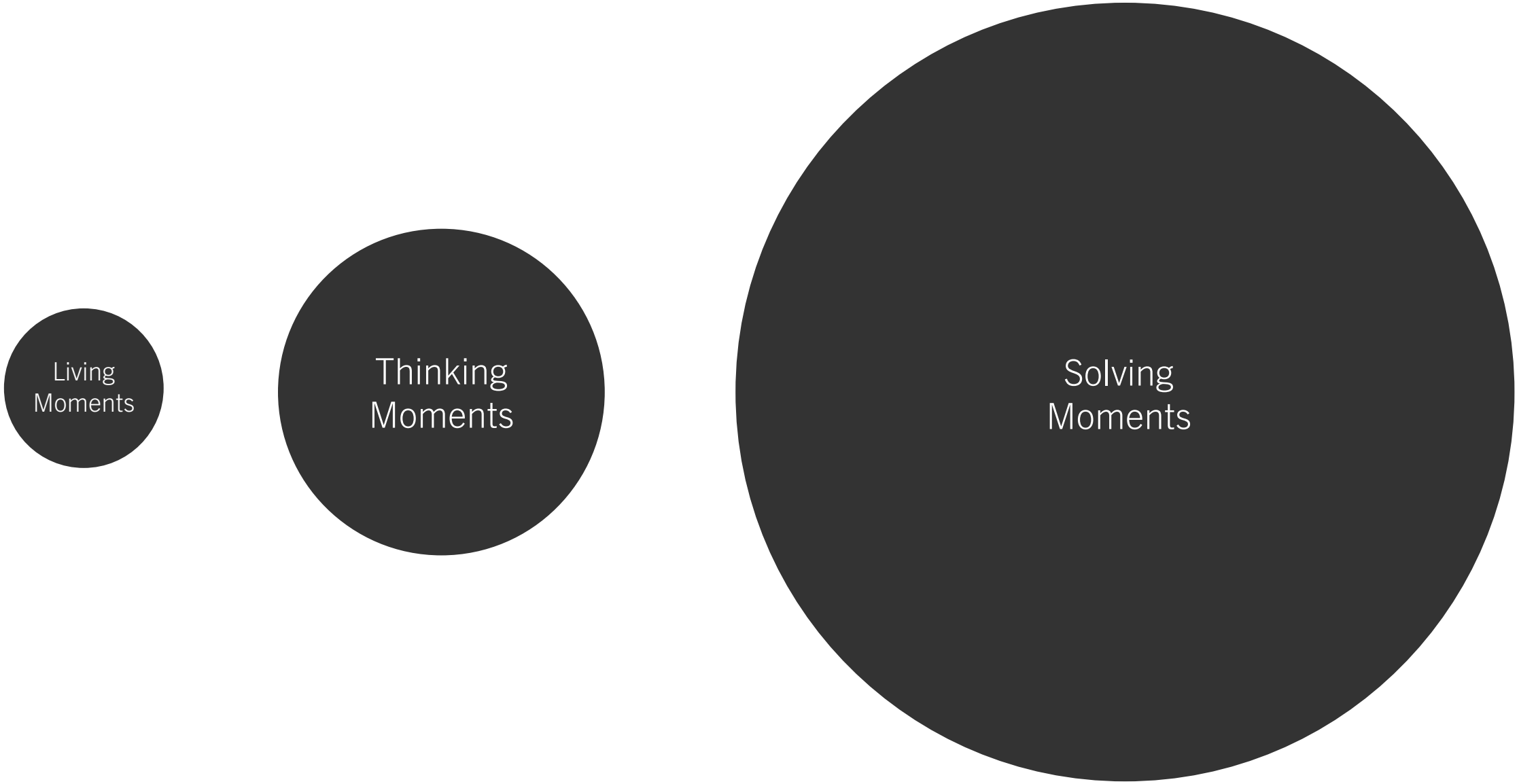
More Connections

Deeper Connections

Long Term vs. Short Term

Consumer Relevance

Consumer Relevance



Consumer Relevance

Living Moments

Thinking Moments

Solving Moments

Start Your Journey

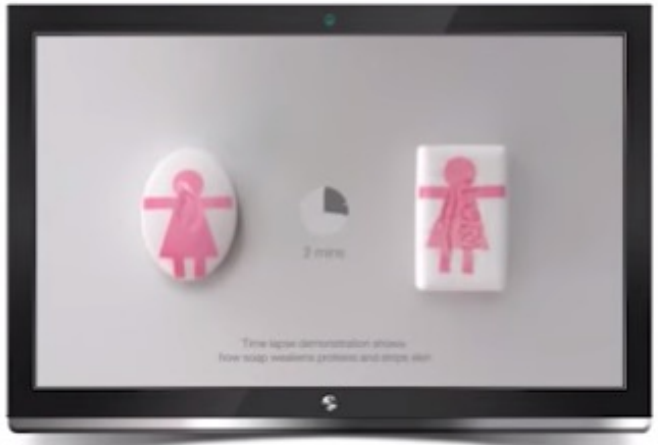
☐ grey?

☐ gorgeous?

Why can't more women feel glad to be grey? Join the beauty debate.

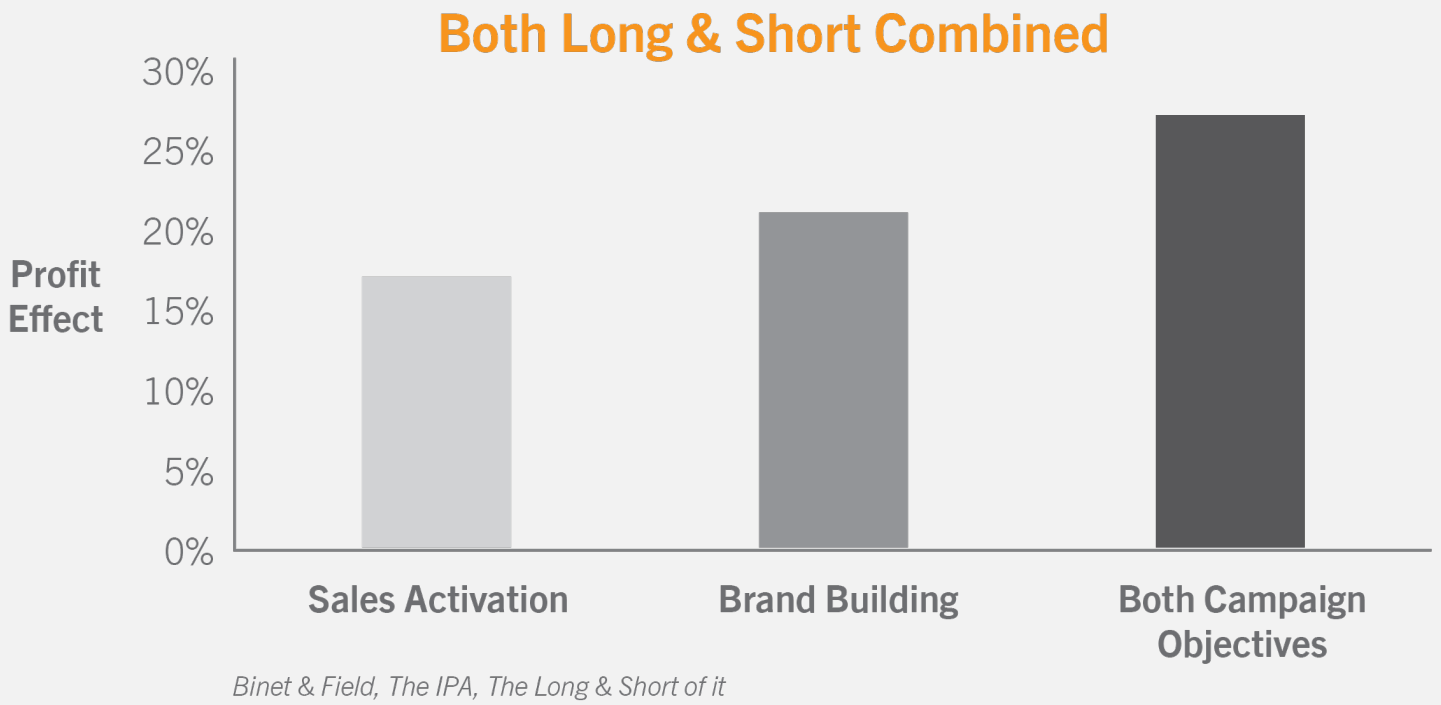
campaignforrealbeauty.co.uk | Dove

Two Different Approaches



effie

The Long & Short of It



Binet & Field, The IPA, The Long & Short of it

How will a PHSB support site-specific and service-line marketing?

Overall Brand Lift

A broader brand with deeper emotional connection will help drive patient activity for all services.

Implicit Connection

While not promoting sites or services explicitly, a personality brand position will ultimately connect those in need with your services.

The Long and the Short

Run site-specific and service-line oriented marketing alongside your branding efforts (and don’t worry about connecting them creatively!)

1 *Secrets of Success*

Your brand must already be recognized for clinical and/or service excellence.

2 *Secrets of Success*

Evaluate the readiness of C-suite and physician leadership.

BEST HOSPITALS
U.S.News & WORLD REPORT
2020-21

3 *Secrets of Success*

Be prepared to fail the logo test.

4 *Secrets of Success*

Know the difference between a Post Health System Brand and a *lifestyle* brand.

Final thoughts

In the face of growing consumerism, increased and new competition, and seismic shifts in our industry, health systems have the opportunity to leverage brand in a new and powerful way. Now you know what a Post Health System Brand is and why it can lift your organization above the competition and possibly to iconic brand status. The question now isn't why should you pursue a Post Health System Brand.

It's why not.

*"The vast majority of health systems have built product- or organization-focused brands — **promotional** brands. Developing a Post Health System Brand simply means moving beyond a promotional focus to a **personality** brand, centering your brand on your audience in a meaningful way."*

*It's creating a brand that's not focused on **you**,* it's focused on them.

Download "The Case for Building a Post Health System Brand" paper.

Questions?
REVIVE HEALTH