

BRANDING AND POSITIONING

Branding and positioning your health care enterprise are not only necessary for your organization to be successful; they're necessary just to survive. Positioning your business means you have determined how you want to be known. Branding emblazons your positioning through psychic, physical, and behavioral representations. Each interaction between a patient and a caregiver or between an employee and a person seeking information or assistance is just one manifestation of acting the brand. In the course of a year, your organization will have millions of brand representations.

In general, there are three phases of brand development:

1. Discovery

PBHBS will review the most recent primary market research and secondary market analyses to understand the key parameters such as consumer awareness, preference, and determinants of consumer preference and selection. We will also assess physician perspectives and referral preferences. Discovery includes an audit of all current communications—including newsletters, brochures, letterhead, print advertisements, web site, and facility signage—for both content message and design elements. The outcome of this phase will be a comprehensive written report that delineates how your organization can best leverage the equity it has in its public persona.

2. Plan Development

Based on the findings from the Discovery Phase, we will proceed with putting together a plan that will stake out a niche for your organization in the marketplace. Your positioning will focus specifically on how your organization wishes to be perceived in the marketplace. The positioning statement provides the platform for brand-building strategies. Its formulation should be simple, direct, and broad enough to evolve with the organization's continued growth. With your leadership group, we will test at least two alternative positioning platforms against criteria such as:

- Does the positioning build on real, not desired, strengths of the organization?
- Does it conform with or differentiate from pre-existing perceptions?
- Is it credible and meaningful to the marketplace?

3. Implementation

The implementation phase involves a multi-faceted communications campaign (e.g. advertising, public relations, special events, direct mail, web-based sponsorships) that is launched to build brand awareness and preference for the organization among target groups. At the time that it is decided to proceed with the campaign, we will provide up to date cost estimates and timetable.

TO LEARN MORE, CALL PATRICK T. BUCKLEY, MPA AT (262) 408-5549, OR EMAIL PBUCKLEY4@WI.RR.COM