

A POSITIVE PROGNOSIS

Crafting Your Brand
and Market Position






Embark on a discovery of building a powerful hospital brand.

Hospital and clinics brand is more than just a logo or a tagline; it's an embodiment of values, services, and the promise of exceptional care. Through meticulous storytelling and strategic positioning, hospitals can capture a unique space in the hearts and minds of their patients. We unravel the strategies behind creating a distinct brand identity that captures the essence of your hospital's mission and vision.

But a brand is only as strong as its position in the market. That's where positioning comes into play. In a crowded healthcare landscape, it's crucial to position your hospital to stand out and excel. We'll explore how to identify and capitalize on your organization's strengths, differentiators, and unique value propositions to create a position that's both authentic and compelling.

getuscurrent.com | in f i+ t d @GetUsCurrent



But a brand is only as strong as its position in the market. That's where positioning comes into play. In a crowded healthcare landscape, it's crucial to position your hospital to stand out and excel. We'll explore how to identify and capitalize on your organization's strengths, differentiators, and unique value propositions to create a position that's both authentic and compelling.

A POSITIVE
PROGNOSIS

CRAFTING YOUR BRAND AND MARKET POSITION



The art of telling patients **who you are**

Marketing branding and positioning for a large hospital network are essential components of establishing a strong and distinctive presence in the healthcare industry. Branding creates a unique identity that reflects the hospital network's values, services, and mission, while positioning defines how the network is perceived relative to competitors.

Here's a detailed exploration of **marketing branding and positioning** for a large hospital network or clinic

BRANDING

Branding involves creating a consistent and memorable identity for the hospital network that resonates with patients, healthcare professionals, and the community. A well-crafted brand communicates trust, quality, and a patient-centered approach. Here are the key elements of branding for a large hospital network:



BRAND IDENTITY

Name and Logo

Choose a name that is easy to remember and reflective of the hospital network's values. Design a distinctive and professional logo that encapsulates the brand's essence.

Color Palette and Visual Elements

Select colors and visual elements that convey the hospital network's personality and evoke the desired emotions. Consistency in visual design across all marketing materials enhances brand recognition.

BRAND MESSAGING

Mission and Vision

Clearly articulate the hospital network's mission, vision, and core values. This sets the foundation for the brand's purpose and goals.

Value Proposition

Define what sets the hospital network apart from competitors. Highlight its unique services, patient-centric care, innovative technologies, and any other differentiating factors.



People should get a sense of who you
are **withing seconds** of being exposed
to your brand



A photograph of a healthcare professional, likely a nurse or doctor, interacting with an elderly male patient. The professional is on the left, wearing a light blue scrub top, and is looking down at the patient's arm. The patient is on the right, wearing a grey V-neck sweater over a white shirt, has a white beard, and is wearing glasses. He is smiling and looking up at the professional. The background is blurred, showing what appears to be a hospital or clinic setting. The entire image is overlaid with a semi-transparent purple filter.

Ensure **alignment** of promise and experience

PATIENT EXPERIENCE

Consistency

Ensure that the brand promise aligns with the actual patient experience. Consistent quality of care and services reinforces the brand's credibility.

Compassion and Empathy

Emphasize the hospital network's commitment to patient well-being, compassion, and personalized care.

POSITIONING

Positioning involves defining how the hospital network is perceived in relation to competitors. It's about finding a distinct place in the minds of patients and stakeholders. Effective positioning helps the hospital network stand out and communicate its unique value proposition. Here are the key elements of positioning for a large hospital network:

Target Audience

Identify the primary patient segments the hospital network aims to serve. Understand their needs, preferences, and expectations.

Differentiation

Unique Services: Highlight specialized treatments, advanced medical technologies, or innovative procedures that distinguish the hospital network from others.

Expertise and Thought Leadership: Establish the hospital network's medical professionals as thought leaders in their respective fields through research, publications, and participation in medical conferences.

Competitive Analysis

Study competitors' strengths and weaknesses to identify opportunities for differentiation. Position the hospital network in a way that addresses gaps in the market.

Emotional Connection

Create an emotional bond with patients by focusing on human stories, patient testimonials, and success stories that showcase the positive impact of the hospital network's care.

Messaging and Communication

Develop clear and compelling positioning statements that succinctly convey the hospital network's unique value to patients. Consistently use these messages across all marketing materials.

Adaptability

Positioning should be adaptable to evolving healthcare trends and patient preferences. Regularly assess and adjust the hospital network's positioning to remain relevant.

**Brand
positioning
is like a
fingerprint
—distinctive
and hopefully
memorable.
It's the art of
shaping how
customers
see you**



BENEFITS OF BRANDING AND POSITIONING

Distinct Identity

Strong branding and positioning set the hospital network apart, making it instantly recognizable and memorable.

Trust and Credibility

A well-established brand with a clear positioning builds trust and credibility among patients and stakeholders.

Patient Loyalty

Patients who connect with the brand's values and positioning are more likely to become loyal advocates and return for future care.

Attracting Talent

A compelling brand and positioning can attract top medical professionals and staff who align with the network's values.

Competitive Advantage

Effective branding and positioning give the hospital network a competitive edge, helping it capture a larger share of the market.

Community Engagement

A strong brand and clear positioning encourage community engagement and foster a sense of belonging.



Set your brand apart, influence emotions
and driving loyalty, **turning patients into
dedicated advocates.**