

Value of Brand in Healthcare Innovation

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METROLINA EYE
A S S O C I A T E S
A Clear Vision of Excellence

International Alumni

Budapest HUNGARY

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Objectives

- **To define key aspects of branding for physicians and healthcare organizations**
- **To present branding strategies to facilitate healthcare innovation**

What is a brand?

- **An identifying mark**



What is a brand?

- An identifying mark
- **Non-generic name**
 - Brand name
 - Proprietary name (e.g., branded drugs)
 - Implies some description of the source or qualities of product or service



MAYO
CLINIC



What is a brand?

- An identifying mark
- Non-generic name
- **Brand = intangible sum of a product's attributes**
 - Aim of creating a specific perception concerning qualities of a non-generic product or service

What is a brand?

- An identifying mark
- Non-generic name
- Brand = intangible sum of a product's attributes
- **The brand is the basis of the relationship formed between client/consumer and that product/service**



Dr. Smith, MD

But not anymore...

- **Expectations have changed!**
 - **Many of us don't use lab coats**
 - **Traditional role of the physician has dramatically evolved (shared decision-making)**
 - **Numerous examples of organizations failing to meet the needs of the patient/client**

But not anymore...

- Expectations have changed
- **Advent of online and social medical platforms have democratized ability to review and judge your delivery of medical care and degree of innovation in healthcare organizations**

Why do you need a brand?

- **FOR PHYSICIANS**
 - **Your brand establishes trust with patients before they even come in to your office**

Why do you need a brand?

- **FOR PHYSICIANS**
 - Your brand establishes trust with patients before they even come in to your office
- **FOR HEALTHCARE ORGANIZATIONS**
 - **Brand aligns core competencies of organization with the desired aims of innovation**

Why do you need an online & social media presence?

- **Online or social media brand is a symbol – a mark – of the attributes that you can provide to facilitate your path to successful innovation**

Branding Strategies

- **First part of brand building...**

→ **knowing you have a brand!**

Content for Innovation

- **Best strategy to succeed in a culture of innovation requires heavy focus on content**
 - **Examples of innovation**
 - **Technical expertise (e.g., publications) in the field you hope to innovative**
 - **Display the role of your organization as a healthcare leader (e.g., use of technology, patient care)**

Bricks & Mortar



Pearls & Pitfalls

- *What kind of brand do you want to be associated with?*
 - Let your content reflect this
- **OWN YOUR BRAND & MESSAGE!**

Pearls & Pitfalls

- Don't “*hand over the keys*” to someone else
 - Own your brand, content and message

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Thanks!

The logo for Metrolina Eye Associates features a stylized black wave above the text. The words "METROLINA EYE" are in a large, bold, black serif font, underlined. Below this, the word "ASSOCIATES" is in a smaller, black serif font, also underlined. At the bottom, the tagline "A Clear Vision of Excellence" is written in a black serif font.**METROLINA EYE**
ASSOCIATES
A Clear Vision of Excellence



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